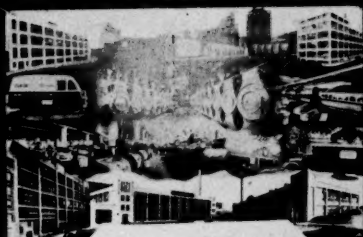


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ATLANTA NEW YORK
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PUBLISHED MONTHLY SINCE 1894

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READER'S GUIDE

VOL. LVIII, No. 2, FEBRUARY 15, 1951

Features

On the Mobilization Front.....	9
Second Young Men's Conference.....	10
How to Clean Football Uniforms.....By John J. Dunn	18
The New Excess Profits Tax.....By J. S. Seidman	23
That's Where the Money Goes.....By John J. Dunn	24
Tips on Radio Spot Advertising.....By Edward W. Young	26
Census Bureau Releases Laundry Statistics.....	28
Finishing Conveyor.....	39
Consolidated Laundries Conduct Management Forum.....	42
Frontier Laundry Council Holds Regional Dinner.....	42
Customers Carry Name Plates.....	44
Detroit Group Holds Dinner.....	46
Convention Calendar.....	90

Sections

Cleaning.....	52
Survey Indicates Sales Strategy.....By Lon Fanald	
Five Items from Coles.....By John J. Dunn	
Engineering.....	62
Precautions for Packaged Boilers.....By Joseph C. McQuay	
How to Keep Operating with Equipment Shortages....By J. G. Berger	
Laundry News Notes.....	48

Departments

Editorial.....	6	News Notes from the Allied Trades	76
Rhapsody in Bellew.....	32	Obituaries.....	92
Business Trends.....	36	Index to Advertisers.....	98

AN EDITOR'S MEANDERINGS

IT seems to us that the expression "bull session" is pretty much abused. We have been trying for the past few days to think of a better way of expressing the type of activity we have in mind. We have not succeeded. So, for lack of a better term, we must fall back on the old phrase "bull session."

The bull sessions at the second annual young men's conference of the AIL in Atlantic City were as much a part of the meeting as were the scheduled talks on the program. They produced some of the most worthwhile discussions on an industry and its problems that we have ever been privileged to hear.

One of the speakers on the program quoted a noted industrial psychologist who said that industry needed more people who would *think*. The psychologist stated that only 15 percent of American business men think. Another 15 percent *think* that they think. The remaining 70 percent do no thinking at all. That may be true. But, if it is true of American business men in general, it cannot be said of the 174 young laundry executives who attended this conference and participated in the bull sessions. They were one of the most *thinking* groups of people we have ever come in contact with. The laundry industry has a bright future if these are the men who are to tackle the industry's problems in the next few years.

The bull sessions convened in all parts of the hotel—at all hours when the conference was not in official meeting. They were an effective medium of frank exchange of practical information—ideas that had been tried in various sections of the country and either accepted or rejected after actual tests in the plant.

Fred McBrien said that a third annual conference is tentatively planned for St. Louis next year. We certainly hope so. We also hope that each one of the men who were at Atlantic City will persuade a friend who has not attended one of the conferences to do so at that time.—Jim Barnes

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By using Hyflo*, the original high speed filter powder, you'll keep filter pressures low longer . . . keep your solvent flowing freely . . . and have less down time for cleaning filter screens and replacing filter cloths.

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To find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It's full of valuable suggestions that will help you increase your filtering efficiency. Johns-Manville, Box 290, New York 15, New York. *Reg. U. S. Pat. Off.



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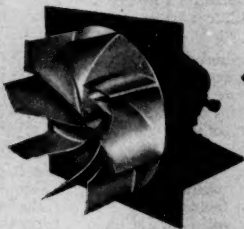
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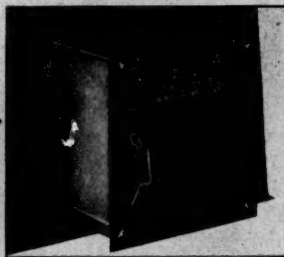


ADJUSTABLE AIR LOUVERS. Operated by single, easy-sliding lever at front of Heater housing. One louver (shown closed) for Cold Air Intake, four for air intake to Heater compartment (shown open), can be instantly adjusted to admit any desired mixture of hot and cold air. Enables operator to quickly regulate temperature for fastest drying of all types of work.



BUILT-IN LINT DRAWER (Optional). Traps lint and prevents it blowing out exhaust duct . . . Keeps duct lint-free for faster drying, and sweeter smelling work. Slides easily in and out.

BIG-CAPACITY, DIRECT DRIVEN FAN. Large 16" cast aluminum fan, with 8 deflector blades . . . delivers 1700 cu. ft. of air per minute. Driven directly from motor shaft, assuring most efficient transmission of power for moving large volume of air at high velocity to dry big loads quickly.



ELECTRICALLY INTERLOCKED DOOR. Latching door automatically starts cylinder and fan; unlatching door stops them . . . Saves operator time and effort, speeds up production, prevents waste of heat and power during unloading and reloading. Large, easy-swinging door speeds up loading and unloading.

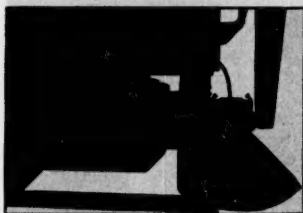


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The new 44x42" "Open-End ZONE-AIR is, by test, the tumbler with the greatest capacity at minimum investment. Ruggedly built, and especially designed for speedy, mass-production drying of large loads, the new 44x42" ZONE-AIR Tumbler is ideal for fast, low-cost drying of bulk work and fully identified Fluff Dry.

Fast-Drying Features...



DIRECT, DOWN-DRAFT AIR CIRCULATION. Air is drawn down through large outlet in bottom of cylinder housing, and discharged out Exhaust Duct at rear of Tumbler. When Lint Drawer is furnished, as shown, air passes directly from outlet in bottom of cylinder housing, through Lint Drawer Housing to Fan Housing and out Exhaust Duct. When no Lint Drawer is furnished, air outlet from cylinder housing is connected to Fan Housing by a large conical duct.

SUPER DRY ALARM (Optional). At start of load, operator sets dial for drying temperature desired. When temperature of air passing through Exhaust Duct of Tumbler reaches preset temperature, a red light and buzzer signal operator. Permits fast drying at safe temperature, increases tumbler production and prevents waste of heat by eliminating over-runs.

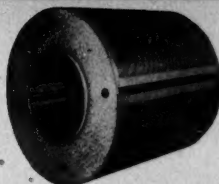


SINGLE OR DOUBLE MOTOR DRIVE. Single motor driven (as shown) with one double-shafted motor driving fan direct from motor shaft, and cylinder through V-belt and spur gear reduction. Or Double Motor Drive, with separate motors for fan and cylinder; either reversing or non-reversing cylinder. V-belt and sheaves fully enclosed in sheet metal guard (removed for illustration); spur gears enclosed in oil-tight housing.

WRITE TODAY for complete information on the new, big-capacity, mass-production 44x42" ZONE-AIR Tumbler...
For More Profitable Operation Through American's Advanced Engineering.

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AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



ALL-WELDED, GALVANNEALED STEEL CYLINDER. Constructed with 4 perforated, galvanized steel side sheets, one end of each side sheet forming U-Shaped rib. Ends of side sheets Electro-Therm welded together and to galvanized steel cylinder heads. Steel tie rod extends full length through each rib. Ribs furnished with canvas padding at slight extra cost. Cylinder gudgeon operates in two fully enclosed roller bearings.



STURDY, FABRICATED STEEL FRAME. The new 44x42" ZONE-AIR Tumbler is ruggedly built throughout for continuous high production under toughest operating conditions. Frame is constructed of fabricated steel, with front and rear panels welded to heavy cross pieces. Removable side panels are secured to front and rear panels and cross pieces.

Starchroom Editorial

SELLING IN A PERIOD OF MOBILIZATION

THERE is a natural inclination on the part of most of us to become preoccupied with one project at a time. Today many laundryowners are concentrating most of their efforts toward solving the problems of an impending manpower shortage. It is only natural that they should do so. According to the National Planning Committee of the Textile Maintenance Industries, the shortage of labor will begin to have its effect on our industry by the middle of next summer. It is farsighted of laundryowners to do everything within their power to be prepared for the pinch. However, let's not become so absorbed in this problem that we overlook some of the others. One of these is sales.

There is a feeling among some laundryowners that they are headed for a period when work will come into the plant at a faster rate than it can be processed and delivered—that their problems will be production problems alone—and they can relax their efforts to bring work into the plant. Such an attitude could prove to be disastrous.

There are many indications that the present situation does not parallel the situation that existed prior to, and during, World War II. For example, the consumer is beginning to feel the bite of rising prices and increased taxes. The "white collar" group will

feel it most keenly. They will have less income to spend for goods and services as time goes on. On the other hand, a plant that wants to keep net income at present levels will require many *more* profit dollars. These profit dollars can only come from more business brought into the plant. Under such circumstances, a plant which relaxes its selling efforts could easily find itself in the serious predicament of receiving fewer bundles at the very time when more are needed.

It has often been said that it costs less to stay in a market than it does to get into one. Over the years much money and time have been spent to develop effective laundry sales programs. These programs have involved the training of routemen, the planning of advertising, the intelligent study of the market and the gearing of services and prices to that market. There was no set pattern or formula which applied to all sections of the country. Individual laundryowners have shown ingenuity and imagination in devising programs that fit the peculiar requirements of the market in which they operate. In order to stay in that market and get the required increase in profit dollars during the mobilization days ahead, it seems to us that there should be no relaxation of these efforts. If anything, they should be stepped up. ●

TWO NEW A.I.L. REPORTS

WHICH customers are slipping away from us? Which irregular customers can be converted into regular customers? Which routemen are making the most effective sales presentations and why? These are questions every laundryowner asks himself frequently. An efficient sales control system provides the answers daily.

Two new AIL Reports on this subject deserve particular attention. They are Special Report No. 188, "Sales Control for Regular Customers" and Special Report No. 189, "Sales Control for Irregular Customers and Prospects." The two reports should be studied together.

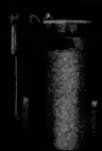
A regular customer is described as one who sends two or more bundles every six weeks and has her bundle picked up on a regular day. An irregular customer is one who sends less than one bundle every three weeks or does not have her bundle picked up on a regular day. A prospect is a housewife who is being called on in a planned effort to make her a cus-

tomers. Converting "irregulars" into "regulars," and prospects into customers is, of course, the way to increase business. A workable sales control system provides the information required to take intelligent steps leading toward that goal.

The reports outline an efficient system of coordinating the activities of routemen and sales personnel—of focusing attention on those customers and prospects who need it. They describe a sales control system developed in the AIL laundry department. Based on actual studies over a number of years, they cannot be dismissed as theoretical. However, as the reports point out, no plant can adopt this sales control plan in its entirety. A plant should use only those features which are adaptable to its needs. If you already have a sales control plan, you may find here many ideas for improving it. If you don't have such a plan, these reports will be helpful in developing one.

BISHOP *Laundry* WORK-SAVERS

Cut costs—boost production and profit—give lifetime service



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: 30-gal., 60-gal., 100-gal.



LIFETIME TRUCK TUBS

Monel or stainless steel. No rust, corrosion. In 3 sizes: B2-5 (#2) 22"x34"x25" deep; B2-13 (#3) 26"x36"x25" deep; "Junior" B2-121M 18"x24"x15".



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All copper, double-walled, permanently insulated. In 15, 25 and 50-gallon sizes.



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x10' area. No. B12-2.



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Ideal dump box, 18"x25"x11" deep, 34 1/2" high, on 3 wheels. No. B2-122.



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33" steel top; iron rest; sponge cup; cord holder; flat light assembly, and leeve board. No. B4-5M.



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Cut handling—fold up to save space. All steel. In 2 sizes: B29-50 for 50 shirts; B29-100 100 shirts.



SORTER-TRANSPORTERS

Banish fixed bins, admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #32 heads; spray iron, spray gun.



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.

TODAY—and FOR 56 YEARS

value-minded laundries everywhere specify the

BISHOP STARCH COOKER

It's Scientifically Insulated

Inner and outer walls scientifically spaced and insulated to prevent heat radiation and sweating.

Now Available in Stainless Steel

Non-corrosive; finest of all metals for cooking; assures long years of service.

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For proper penetration starch must be kept at right temperature. The Bishop Cooker holds heat as long as needed.

It Cooks Fast

Exclusive steam nozzle keeps starch agitated, stirred, speeds cooking.



It's Easier to Produce Beautiful Finishing with Cooked Starch!

Cooked starch dries faster and more uniformly on the press to save costly time... produces shirts with a better "feel" and smoother finish, more economically.

3 POPULAR SIZES

15-GALLON — 36" high over-all; floor space 24" x 28"; B3-2, \$239.00

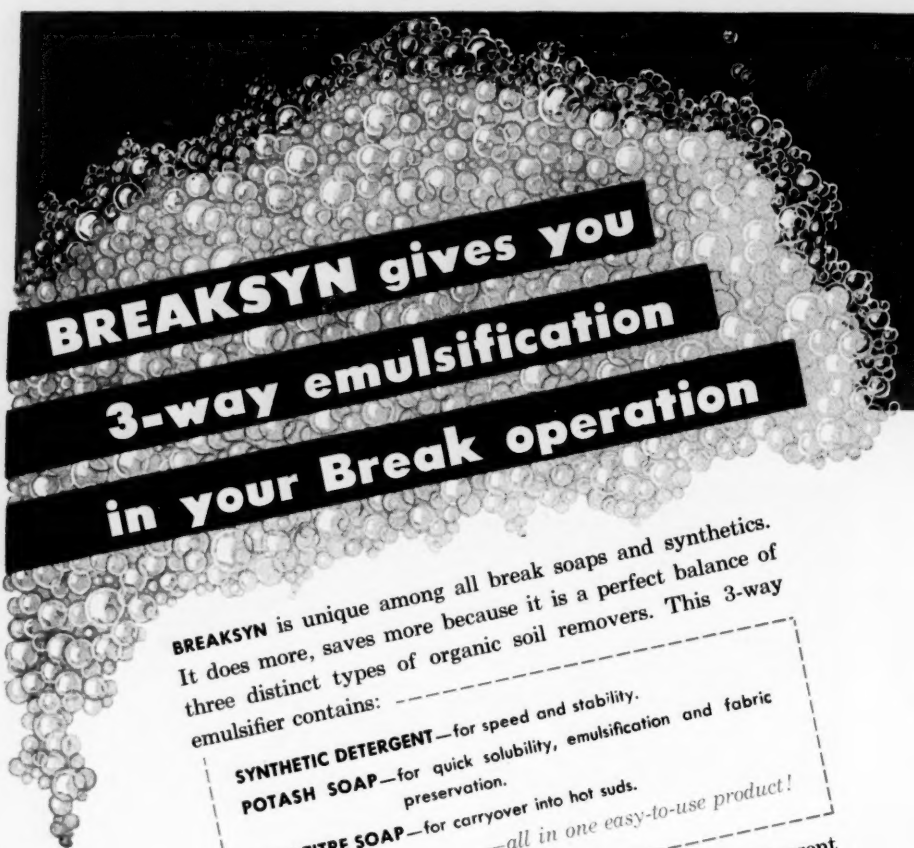
25-GALLON — 39" high over-all; floor space 28" x 32"; B3-5, \$289.00

50-GALLON — 45" high over-all; floor space 32" x 36"; B3-11, \$329.00

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BREAKSYN gives you 3-way emulsification in your Break operation

BREAKSYN is unique among all break soaps and synthetics. It does more, saves more because it is a perfect balance of three distinct types of organic soil removers. This 3-way emulsifier contains:

SYNTHETIC DETERGENT—for speed and stability.

POTASH SOAP—for quick solubility, emulsification and fabric preservation.

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—all in one easy-to-use product!

BREAKSYN is the *only* powdered, free-flowing break detergent containing potash vegetable oil soap—long recognized by the textile industry as the finest soap obtainable for washing. This soap protects fabrics by restoring the natural balance of oils normally lost in cleaning. It lengthens the life of fabrics because it *feeds as it cleans!*

BREAKSYN enables you to reduce soap consumption to a few ounces per 100 pounds of goods—and can be used without other soap on some classifications. It makes formulas shorter, rinses faster, reduces work on badly soiled classifications, eliminates suds operation on lightly soiled classifications.

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On the Mobilization Front

Prices and Wages Are Frozen

A GENERAL price and wage freeze has been announced. The regulation applies to laundry service and became effective immediately. Laundry prices in effect during the base period from December 19, 1950 to January 25, 1951, inclusive, form the "ceiling." Laundry prices now cannot be increased. Your ceiling for the sale of laundry service is the highest price at which you delivered it during the base period to a purchaser of the same class.

No employer shall pay and no employee shall receive "wages, salaries, and other compensation" at a rate in excess of the rate at which such employee was compensated on January 25, 1951, without the prior approval or authorization of the Wage Stabilization Board. ●

How to Apply for Government Contracts

LAUNDRIES interested in obtaining contracts for laundry service from army posts or concessions at army posts should contact the quartermaster or the post exchange officer at the station. If general information is wanted pertaining to more than one station, the army area headquarters having jurisdiction over the station should be contacted. This advice comes from the Department of the Army, Office of the Quartermaster General.

Addresses of army area headquarters are:

First army area—Commanding General, First Army, Governor's Island, New York.

Second army area—Commanding General, Second Army, Fort George G. Meade, Md.

Third army area—Commanding General, Third Army, Fort McPherson, Ga.

Fourth army area—Commanding General, Fourth Army, Fort Sam Houston, Texas.

Fifth army area—Commanding General, Fifth Army, 1660 E. Hyde Park Blvd., Chicago 15, Ill.

Sixth army area—Commanding General, Sixth Army, Presidio of San Francisco, Cal. ●

Regional Offices for Price and Wage Controls

THE office of Economic Stabilization has announced the names of the officials who will be in temporary charge of its 13 regional offices for the administration of price and wage controls. Here is the complete list:

Region 1. Boston—Larry Bresnahan, 141 Milk Street. This region includes Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont.

Region 2. New York City—Carl P. Malstrom, 2 Park Avenue, New York and New Jersey.

Region 3. Philadelphia—Maynard M. Small, Commercial Trust Building, Fifteenth and Market Streets, Pennsylvania and Delaware.

Region 4. Richmond—Daryl D. Johns, 900 N. Lombardy Street, Virginia, West Virginia, Maryland, North Carolina.

Region 5. Atlanta—John Slaton, Jr., Silvey Building, 114 Marietta Street, Georgia, Florida, Alabama, Mississippi, Tennessee, South Carolina.

Region 6. Cleveland—John B. Cummins, 1901 East 13th Street, Ohio, Michigan, Kentucky.

Region 7. Chicago—Charles Payton, Court House Building, 219 S. Clark Street, Illinois, Indiana, Wisconsin.

Region 8. Minneapolis—Milton Houghton, North Western National Bank Building, 620 Marquette, Minnesota, Montana, North and South Dakota.

Region 9. Kansas City—Fred C. Horan, New England Building, 112 Ninth Street, Missouri, Kansas, Iowa, Nebraska.

Region 10. Dallas—Tom Rayburn, Fisher Building, 3306 Main Street, Texas, Oklahoma, Arkansas, Louisiana.

Region 11. Denver—Roy A. Fitzsimonds, Central Building, 15th and Arapahoe Streets, Colorado, New Mexico, Utah, Wyoming.

Region 12. San Francisco—John R. Dille, 1000 Geary Street, California, Nevada, Arizona.

Region 13. Seattle—Earle Seales, National Bank of Commerce Building, 1110 Second Avenue, Washington, Oregon, Idaho. ●

Feinberg to Direct Service Trades Prices

MAX FEINBERG, for the past three years general counsel to the National Institute of Cleaning & Dyeing, has been named director of the Service Trades Price Branch of the Office of Economic Stabilization. Mr. Feinberg is well known to the laundry and drycleaning industries because of his service in a similar capacity during World War II. He has been an active member of the National Planning Committee of the Textile Maintenance Industries in which capacity he devoted a major portion of his time to the problems of economic controls and manpower. ●

New Laundry and Drycleaning Plant Construction Prohibited

ON January 15, the National Production Authority stopped all new private construction, which includes all types of laundry and drycleaning plants. Until February 15, 1951, NPA will authorize commercial construction only in emergency cases. From February 15 on, all new commercial construction will require NPA licenses. Application forms will be available shortly at regional offices of the Department of Commerce.

The list of restricted construction is long and includes such establishments as banks, office buildings, hotels, restaurants, barber and beauty shops, service stations, and all retail stores.

Construction that was started prior to midnight January 13, 1951, can be completed without permit. Maintenance and repairs of existing structures are also permitted. However, additions of extensions or substantial alterations to existing buildings are not permitted without authorization. Construction jobs totaling less than \$5,000 over a 12-month period are permitted with licensing. ●



Delegates, speakers, and guests at the Young Men's Conference banquet on Friday night

Second Young Men's Conference

WHEN young laundry executives meet, their questions are pointed and they expect answers on the line. If we adopt a similar attitude, the question is: Was the Second AIL Young Men's Conference a Success? The answer: Definitely yes!

As everyone admits, the first Young Men's Conference in Chicago last year was one of the most optimistic developments in the recent history of the industry. The second conference in Atlantic City, February 2nd and 3rd, was equally impressive. The registration of 174 was somewhat less than that chalked up in Chicago, but the turn-out this year was hampered by the railroad strikes plus unfavorable highway conditions.

Comparisons are odious and we don't want to alienate the elders by building up the Young Men's Conference at the expense of the regular conventions. However,

in all justice certain facts should be reported: (1) the sessions started on time; (2) the majority of the audience was present to hear the introduction of the first speaker at every program; (3) tables, pencils, and notebooks were provided; and (4) notes were taken throughout the sessions.

The American Institute of Laundering prepared a well-rounded program with one session devoted to sales, a second to production, and the third to management. The business meetings of the Conference were interspersed with a dinner and two luncheons, but even these supposedly social events were centered around business. The young laundry executives came to Atlantic City to hear about the laundry business. They not only heard it but they talked it, ate it, and, what's more important, they dreamed about it. Their approach



to the industry's problems is nothing if not optimistic.

At the opening session Friday afternoon Fred W. McBrien, president of the AIL, welcomed the young laundrymen at a luncheon meeting. Harold K. Howe, manager of the AIL Washington office, pointed out the role junior executives must assume in the months ahead. As well as anybody can in these times, the speaker indicated some of the moves that the government may make toward total control of America's economy.

The sales conference later Friday afternoon was headed by Cecil H. Lanham, director of education and training at Joliet. George S. Downing, Whittier Laundry, Whittier, California, reported on the savings produced since 1944 by the modernization program in his plant. Mr. Downing used "before-and-after" slides to illustrate his points. He highlighted savings of from 20 percent to 200 percent and reductions in productive labor costs of from 40 percent to 29.5 percent.

Techniques for selling drycleaning with laundry were outlined ably by Henri Foussard, Model Laundry, St. Paul, Minnesota. The speaker detailed his organization's experiences with concentrated "block busting" solicitations, which brought some results from 18 percent of the calls.

The launderette's place in today's competitive pic-

ture was indicated by Daniel Mandel of the Brooklyn, New York, Norwood Laundry, a plant which operates its own self-service department. "The launderette today is not enjoying the same amount of success that it did in the beginning," the speaker said, reporting that launderette customers in the New York area have dropped 20 to 25 percent below the former peak. He attributed this decline, however, to the greater availability of home washing equipment rather than to the competitive efforts of family plants. Mr. Mandel feels that the launderettes are slowly changing in character and are coming to be miniature laundries which farm out shirts, drycleaning and other items. This is the main threat faced by the commercial plants, Mr. Mandel said.

At the dinner meeting Friday evening Mr. McBrien presented certificates of recognition to the speakers who participated in the first Young Men's Conference last year. The main business of the evening consisted of a typical monthly panel discussion of laundry management conducted by the members of the Junior Laundry Board of Trade of Philadelphia. Guest speaker was Ward A. Gill, director of Institute promotion, who predicted some of the problems that laundrymen may face in 1951 and suggested ways to meet them.

Raymond F. Kroll, Jr., Tribune Laundry, acted as



Above: Speakers at Friday p.m. sales conference, l. to r.: George S. Downing, Whittier Laundry, Whittier, Cal.; Daniel Mandel, Norwood Laundry, Brooklyn, N. Y.; and Henri Foussard, Model Laundry, St. Paul, Minn.

Above Right: Production conference speakers, l. to r.: M. Porter Johnson, Creamer Wing Laundry, Boston, Mass.; Lester Fertman, Cornell Laundry, Philadelphia, Pa.; and Richard Dates, Dates Laundry Service, Kenmore, N. Y.

Right: Laundry management conference speakers, l. to r.: Walter Spallholz, Universal Laundry, Portland, Me.; Kenneth I. Weiser, M. R. Weiser & Co., New York, N. Y.; and Robert Chapman, Chapman Laundry, Hammond, Ind.



moderator for the discussions which covered employee testing, potential shortages, and other aspects of sales and production. Members of the panel included: Eugene Fertman, Cornell Laundry; George Weed, Tribune Laundry; Richard T. McBrien, Holland Laundry; Stanley Solomon, Manchester Laundry; F. W. McBrien, Jr., Holland Laundry; Charles Kendrick, Jr., Garden City Laundry; William Wilson, Fairhill Laundry; Lester Fertman, Cornell Laundry; Leon Reivich, Manchester Laundry; Elwood Jennings, Suburban Laundry; and Howard Flax, Haverford Laundry.

AIL vice-president George H. Johnson presided at the production conference Saturday morning. The first speaker, Richard Dates, Dates Laundry Service, Kenmore, New York, explained how this plant marks without listing the individual bundles through a combination of full identification plus pin and net.

The role of the laundry serving only hotels, hospitals, and other commercial accounts was delineated by M. Porter Johnson of the Creamer Wing Laundry, Boston,

Massachusetts. Mr. Johnson contended that specialization in this work permits his type of operation to turn out quality volume at a price impossible in a family laundry with a commercial sideline. Thus their aim is to replace the private institutional plants and thereby increase the total volume in the industry.

How modernization reduced the number of productive employees from 163 to 108 during a two-year period was detailed by Lester Fertman, Cornell Laundry, Philadelphia, Pennsylvania. The young laundryman explained the changes in systems and replacements of equipment which brought about this result.

A luncheon meeting was scheduled for Saturday afternoon. (Members of the trade press were honored—and agreeably surprised—to be seated at the speakers' table.) The principal speaker at the luncheon, Albert Johnson, AIL secretary-treasurer, made a strong and effective presentation. The main feeling of his remarks was one of optimism, tempered by an awareness of the problems ahead.

(Continued on page 16)



Delegates and guests at the Saturday luncheon meeting

Don't Stoop! Just Scoop!

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**BETTER WASHING
QUALITY
IN LESS TIME . . .
AT LOWER COST!**



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Troy "Slide-Out" Washers cost about 40% less than "gadget-happy" washers . . . yet they can be loaded and unloaded as quickly and easily as any dump-type washer. Corrosion-proof, stainless steel construction. No complicated gears, pistons or other expensive devices to keep in repair.

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An easy scoop of the arm slides work from a Troy "Slide-Out" Washer into the truck tub. What a relief for your laundryman — no time-consuming, back-aching unloading of heavy wet work from the bottom of the washer.

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Attn: Mr. J. Jerome Canavan

Gentlemen:

As you know, delivery costs in the laundry business are a serious problem. We bought our first Divco truck two years ago because we wanted to keep the walk-in type but needed a real truck — something that would stand up under the pounding of constant stops with heavy loads.

Today we have 12 Divcos. These are being used in all our divisions — Linen Supply, Linen Closet Club and Crib Diaper Service. It is now our opinion that your vehicle will play an important part in our future operations.

For example, our Divco drivers are saving an hour a day. At the same time they finish their routes much less tired. Divco is the easiest truck to get in and out of, and soiled bundles don't have to be thrown up on top — there's room in the body for a separate compartment.

Saving route time means less overtime, more customers served per truck, and lower truck investment in relation to total sales. In a recent experiment, one of our Linen Closet Club drivers with a Divco truck has averaged 650 serves in a five day week, and as high as 175 serves on individual days.

Because Divco trucks are built to wear they are taking the place in our fleet of bigger, more expensive trucks (heavy chassis with special bodies). Another reason our Transportation Department likes Divcos is because they are easier to service and work on.

Cordially,

Louis Zippert

LOUIS ZIPPERT
Vice President & General Manager

"We wanted trucks that would stand up under constant stops with heavy loads"

"Today we have 12 DIVCOS used in LINEN SUPPLY, CLOSET CLUB, DIAPER SERVICE"

"Our drivers save an hour a day. They finish the route much less tired"

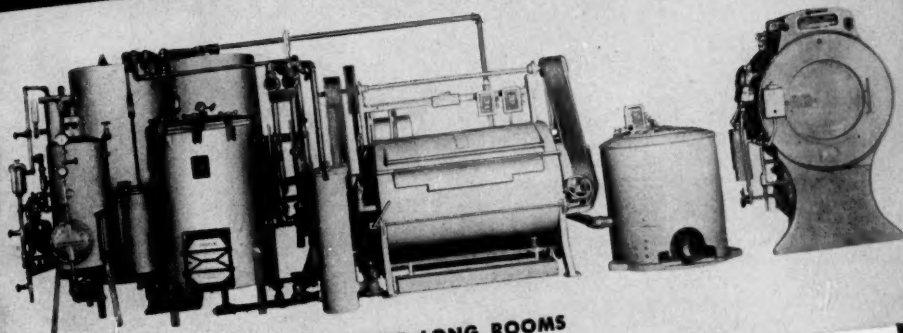
"Less overtime, more customers served, 175 stops per day, 650 per week"

"DIVCOS are built to wear — easier to service and work on"



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Gentlemen: Please send me further information about
Pantex 140°F. Safety Solvent Drycleaning Systems.

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Company.....

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Members of the Junior Laundry Board of Trade, Philadelphia, who led the panel discussion on "Laundry Operations in 1951," left to right: Eugene Farman, George Weed, Richard T. McBrien, Stanley Saloman, F. W. McBrien, Jr., Raymond F. Kroll, Jr., Ward A. Gill (speaking), Charles H. Kendrick, Jr., William B. Wilson, Lester Fertman, Leon Reivich, F. Elwood Jennings, Jr., and Howard Flax

(Continued from page 12)

The final conference, centering on laundry management, was led by Ward A. Gill. The duties and responsibilities of top management were outlined by Walter Spallholz, Universal Laundry, Portland, Maine. He also explained some new sales and claim settlement policies adopted in his plant.

Kenneth I. Weiser of M. R. Weiser & Company, the New York City accounting firm, focused attention on what an executive can learn from modern cost records. He laid special stress on the value of continuous cost accounting systems recently developed for the laundry industry.

A new laundry service based on a flat price of \$1.50 for a pillowcase full of white linens was described by Robert Chapman, Chapman Laundry, Hammond, Indiana. A special waterproof tube which permits the

bundle ticket to be washed in the net with the work, Mr. Chapman pointed out, was one of the important items simplifying the production of this service. In indicating the sales potential of this innovation he reported an increase in laundry volume of 10 percent in a ten-week period.

A liberal portion of time following each conference was set aside for questions from the floor. The queries hurled at the speakers were sharp and to the point. The speakers without exception gave full and specific answers with no attempts at hedging or evasion.

All in all, the Second Young Men's Conference was as successful and productive as anticipated. If you weren't in Atlantic City, you missed a good thing and you should plan to attend the next one, tentatively scheduled for St. Louis next year. We've got a hunch that the Young Men's Conference is going to be something that will continue—and it should. ●



Top: Young laundrymen attending the production conference on Saturday morning. Above: Delegates attending the Friday evening session

1

OPERATOR

at one station finishes every piece of wearing apparel, regardless of type or material . . . and is responsible for quality and bundle count. This unit is radically new!



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All Purpose
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Prosperity's constant study of the wearing apparel finishing problems has brought about this *balanced unit* in which one girl, at one station, has the necessary equipment to finish any material, any garment . . . and finish it completely with one handling at a cost lower than ever before thought possible. Requires only 8½ x 9 feet of floor space.

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Football pants hanging in the dry room of Cole's Laundry and Cleaners, Grand Rapids, Mich.

How to Clean Football Uniforms

Grand Rapids Laundry Develops Profitable Sideline by Processing Athletic Equipment

By JOHN J. DUNN

BURT COLE and Nat Marklevitz of the Cole's Laundry and Cleaners in Grand Rapids, Mich., have built a profitable sideline in the reconditioning of athletic uniforms. In handling this type of work, they report, football equipment presents the greatest problems but it also represents the best return.

The gridiron season is a long way off, but for anyone interested in athletic goods renovating, this is the time for planning.

For years the post-season reconditioning of football uniforms has been dominated by a relatively small number of publicity-shy, specialized cleaning firms. Despite the presence of local laundries, the companies draw mail-order volume from cities and towns spread over a large region. No reporter has ever been able to find out very much about these firms, but indications seem to be that they have made a pretty good thing out of their speciality.

From the viewpoint of faster service and community loyalty, the local laundry has a tremendous competitive advantage over the out-of-town cleaner. Up to now laundries haven't obtained this type of business simply because they haven't bid for it. The reason for this reluctance is not that the industry lacks precise information on how to process the fabrics in athletic uniforms. With a little experience most plantowners could work up the necessary know-how. The big stumbling block in accepting football equipment has been the

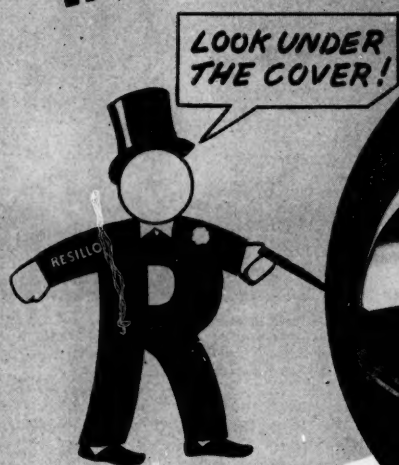
lack of facilities and personnel for reconditioning heavy leathers.

A new development in football equipment may change the picture. The current trend toward plastic football helmets indicates that local laundries in the future may play a bigger role in the reconditioning of athletic uniforms. Repair of leather headgear—formerly an important part of this business—requires machines and skills unavailable in the average laundry. Maintenance on the plastic numbers, on the other hand, is almost nil. With the new helmets a school may let a local shoe repair shop handle the shoes and turn all the fabric pieces over to the laundry. The shoulder guards would be the only items that might have to be sent outside of the community for repairs. The point is that Cole's is handling football uniforms without unusual equipment. The plant is doing both regular weekly cleaning in season plus the final post-season reconditioning.

Of all the items which may come into the plant under a school contract, football pants are probably the dirtiest and potentially the most troublesome. At Cole's both pants and jerseys are handled under a standard procedure which includes wetcleaning and sometimes an overnight soaking. Knee pads are removed and washed separately. Since most pants have rubber built into the crotch, immersion in drycleaning solvent is not possible.

(Continued on page 20)

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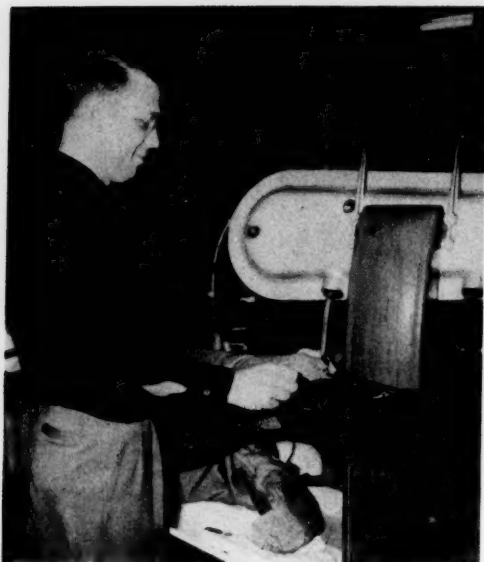
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In finishing operation, entire leg and side of a pair of football pants are steamed out by placing each leg of piece on a bag sleeve

(Continued from page 18)

Heavily soiled pieces are soaked overnight in a bath containing one pint of synthetic soap to 30 gallons of water. The seats, knees and other spotted areas are hand brushed on the scrub board. The numerals on jerseys are all brushed out with a straight soap.

Mr. Marklevitz reports no trouble with fugitive colors under this procedure. The danger of color loss may be almost completely ignored when dealing with the familiar khaki-colored pants which used to be standard football equipment and may still be widely used in some areas. In Grand Rapids, however, most of the schools have switched to flashier, colored pants. Cole's still gets a few of these khaki items used as practice uniforms. These pants are washed in the wheel with a normal white formula, and then are extracted to the limit.

After soaking and brushing, the pants are hung in a dryroom which was designed for rugs but is now used mainly for blankets. Here the temperature is maintained at 90 degrees and the pants are left overnight. The pieces are given a 45-minute run in a tumbler which will take about ten pair at a time. After this warming action some of the pants need further finishing, while most of the others are steamed out by placing each leg over a bag sleeve. Pieces made of a twill fabric are pressed on a topper. All jerseys are steamed and pressed in the usual way.

Mr. Marklevitz indicated several spots where a laundryman may have to watch his step in accepting football uniforms. Although they are rapidly disappearing from general use, a plantowner may receive jerseys with flannel-type numerals. The cleaning of these sections are almost solely a soaking proposition since the material will disintegrate under brushing.

Some high schools have followed the college and professional eleven in the adoption of what might be termed "rip-away" jerseys. The idea is that a ripped jersey may be worth a couple of extra yards gained.



Sox darning machine is used to repair the small breaks and rips which show up in the pants after cleaning. Continuous maintenance is one of the laundry's best tools for selling weekly cleaning of uniforms

In original cost these items may be purchased for about one quarter the price of older, heavier jerseys, but from the viewpoint of maintenance and replacement they tend to be rather expensive over the long haul. If a laundryowner is going to receive pieces of this type, he should be prepared to do quite a little repair work. In addition, these jerseys frequently have the numerals painted on the fabric. The plantowner should warn the coach that some flaking off or paint breakage may occur during the cleaning process.

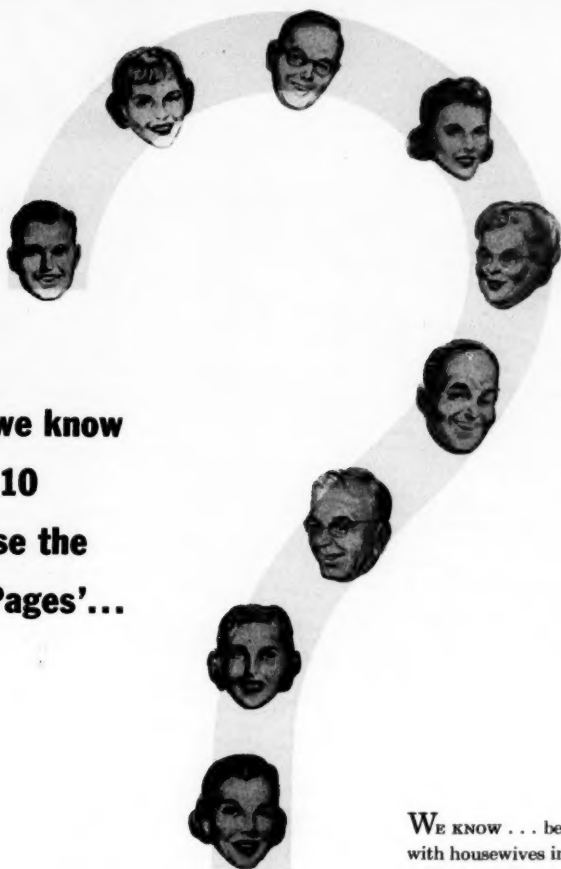
Some coaches dole out a great deal of rosin on the football field. In these cases rosin may be imbedded along the front and inside the legs of the pants. There isn't much a laundryman can do about it. The stuff can't be flushed out completely with water and solvent cannot be applied for fear of ruining the built-in rubber pads. The only recourse Mr. Marklevitz recommends is to see the coach and explain why the cleaning job may not be perfect.

During the season Cole's cleaned and repaired the football uniforms weekly. For mending small breaks and rips in the pants, the plant discovered that an ordinary sox darning machine was the fastest and most satisfactory device for handling the job. At the end of the season the uniforms were brought in for a final thorough cleaning and major repairing.

Considering the size of a football squad, weekly cleaning of uniforms represents a nice piece of volume for the average laundry. Weekly cleaning also has appeal for the coach. If a school is proud of its squad, it likes to see the team turn out smart and clean at the opening of every game. Moreover, most athletic departments replace athletic equipment over a period of years. A certain number of new uniforms are purchased every season so that a major replacement cost never falls in any one year. On this basis the continuous maintenance of existing equipment is extremely important.

All in all, it would seem that any local laundry has a number of natural advantages which should permit it to take over regular reconditioning of the football uniforms used by the schools in the community. Besides, isn't your brother-in-law on the school board? ●

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For evidence that the 'yellow pages' are the "shopping center" in your community, glance through your local Classified Telephone Directory. Practically every type of business is advertised in them. Hand and power laundries have been using the 'yellow pages' year after year to remind old customers, to bring in new ones, to reach newcomers in town.

Call your local telephone business office and ask for the Classified Directory representative, who will explain how the 'yellow pages' will help direct more business to you.



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December 19, 1950

Robot Laundry Machinery Sales
Division of Wolf Company
Chambersburg, Pennsylvania

Gentlemen:

Three years ago this fall, we installed nine 44" x 84" Robot Fully Automatic Washers in our washroom, replacing manually operated metal washers. At the same time, we installed three No-Trux extractors. In May of 1948, the writer used the following facts and figures in an address delivered before the Missouri State Laundry Association:

"On February 2, 1946, our washing and extracting cost us 1.036 operator hours. On February 7, 1948, with approximately the same volume, our cost was 205 operator hours. Two years ago we had 22 men in our washroom. Today, we have five. Nine wash wheels are operated by one washman."

"Two years ago we used 10.6 ounces of soap and 15.9 ounces of alkali per 100 pounds of clothes. Today, we use 4.5 ounces of soap and 9 ounces of alkali per 100 pounds of clothes. These are out-of-store room figures. Washroom supplies in spite of increased cost per pound cost us less than 1¢ today as compared with 1.5¢ two years ago."

A survey of our operation today shows the present day cost to be substantially the same as existed in February of 1948. The savings which are reflected are still being made. In the same address, the following statement was made:

"Returning to the washroom for a moment, it may be interesting to point out that we are now using 44" x 84" automatic washers with a capacity of 400 pounds each. We are using dry supplies without precocking. This is possible because of the premix tank with which this machine is equipped. The supplies are put in complete dilution with water diffusion before they go to the clothes in the washer. We can have no bleach burns or blue stains or other conditions resulting from improper application of supplies. These machines require only 10 lineal feet of space or the same as required by our old manually operated machines which had a capacity of 350 pounds."

After more than two years additional experience, these statements have also been substantiated. So, after over three years of service, we can say wholeheartedly that all of the claims that were made for the Robot Washer have been more than fulfilled. The machines are continuously doing a good job with a minimum amount of servicing.

Very truly yours,

R. H. Pledger
Vice President

RHP:arc

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without charge or obligation
full information on ROBOT Self-contained
Automatic Washers.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Nine ROBOT Automatic Washers operated by one washman. Operator hours cut 80% an average savings on supplies of 50% no more bleach burn or blue stain troubles These statements were made by Mr. R. H. Pledger, Vice-President of the Manhattan Company, in an address before the Missouri State Laundry Association. After three years of operation and in spite of increased costs ROBOTS continue to effect these same savings. You can't afford not to investigate the ROBOT possibilities in your washroom.

ROBOT

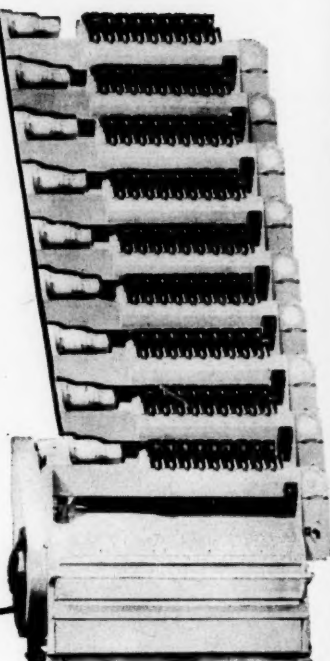
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DIVISION OF
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9 BY 1

THE NEW EXCESS PROFITS TAX

By J. S. SEIDMAN, C.P.A.

EXCESS profits taxes and emergency defense activities go hand in hand. An excess profits tax has just been passed and, to use the vernacular, it's a "lulu."

We will here touch only the highspots of the law, and leave for the experts the many exceptions, technical frills and fancies. For simplicity, we'll assume we are dealing with a laundry that closes its books on December 31 each year.

The excess profits tax starts with the post-Korean period; that is, the second half of 1950. The income for that period is to be determined by taking half the income for the entire year of 1950.

The excess profits tax rate is 30 percent which, for 1950, is the same as saying 15 percent of the entire year's income. This is over and above the regular income tax for 1950 of 23 percent on the first \$25,000 of income, and 42 percent on the income over \$25,000. That makes the top 1950 tax rate 57 percent.

For 1951, the regular income tax rates will be 25 percent on the first \$25,000 and 47 percent on the income over \$25,000. Adding to this the 30 percent excess profits tax will make a top 1951 tax rate of 77 percent. However, both for 1950 and 1951, a 62 percent ceiling is set for the income tax and the excess profits tax together.

The year's income for excess profits tax purposes is figured differently from the regular income tax. For example, dividends received are not subject to excess profits tax, nor are profits on sale of securities or other capital assets. On the other hand, in determining excess profits taxes, the deduction for interest paid is pared down in certain respects, and no deduction is allowed for losses on sale of capital assets.

Income realized in 1950 or later years of large unusual items that really belong in other years, can be spread backwards or forwards to those other years. Examples of this are recoveries in protracted lawsuits, or profits on the sale of patents developed in earlier years.

Excess Profits Defined

Excess profits of the year are the amount over "normal" profits. The minimum amount of normal profits is \$25,000. Normal profits are figured in one of two ways, whichever gives the higher amount. One is by references to the earnings experience of the laundry in 1946 to 1949. The other is based on a percentage of the plant's capital investment. If a company makes less than its normal profits in any year, it can absorb the deficiency against any excess profits in the year before or in the first years after.

The capital investment is made up of two parts. One

is the equity capital, that is, the capital stock and accumulated earnings. The other is the borrowed capital where the borrowings are represented by a writing such as a note or bond. The capital investment consists of all the equity capital and three-quarters of the borrowed capital. The exemption allowance is 12 percent on the first \$5,000,000 of capital investment, 10 percent on the next \$5,000,000, and 8 percent on the remainder. To put it another way, the allowance is 12 percent down to 8 percent on equity capital, and 9 percent down to 6 percent on borrowed capital.

Capital and borrowings cannot be inflated for tax advantage. They must be for genuine business purposes. Investments in stock or tax-free securities are considered as reductions of capital. Dividends paid in the first sixty days of any year reduce the capital as of the close of the year before.

As for the determination of normal profits by reference to the 1946 to 1949 earnings experience, it works in this way: The three best money making years of the four are averaged, and 85 percent of this average is the amount considered as normal pre-Korean profits.

In calculating the earnings for 1946 to 1949, the income tax figures for those years are the starting point but they require various adjustments. For example, in arriving at normal profits, dividend income, and profits and losses on capital assets are excluded.

Likewise, gain or loss from the sale of business real estate, plant, or equipment is excluded. Exclusion is also made of unusually large or non-repetitive losses that took place in 1946 to 1949, like losses from fire, flood, or adverse litigation.

Additional Exemption

An addition to the exemption based on 1946 to 1949 earnings is obtained for any net increment in capital investment in 1948 and 1949. Half the 1948 increment and all the 1949 increment are used for this purpose. In effect, this means an additional exemption of 6 percent of the 1948 increment in equity capital, and 4½ percent of the 1948 increment in borrowed capital. For 1949, the figures are 12 percent of the equity capital increment, and 9 percent of the borrowed capital.

Starting with 1950, net decreases in capital likewise plays a part. The rule then is that the exemption goes up or down as the equity or borrowed capital goes up or down—12 percent for equity capital and 9 percent for borrowed capital. On all these calculations of capital,



"Here's my check for the full amount of your claim . . . just sign it and I'll put it right in my files."

from 1948 on, loans to a 50 percent or greater controlled subsidiary are considered as reductions of capital.

Laundries that started in business before 1946, and that were growing in sales or payroll in 1948 and 1949 can get a higher exemption than that provided by 85 percent of the average earnings of the best three years in 1946 to 1949. Growing companies can instead apply the 85 percent to whichever of the following results in the highest figures: The year 1949 alone, or the average of 1948 and 1949, or half of the 1949 earnings plus 40 percent of the 1950 earnings.

To be considered as a growing company, the sales in 1948 and 1949 must be 50 percent higher than the total sales of 1946 and 1947, or the payrolls must be 30 percent higher.

Companies affected by special situations are likewise not tied down to their 1946 to 1949 figures. Here are some examples of special situations: Laundries that got started in business after the beginning of 1946; laundries that experienced severe fires, prolonged strikes, or other things that interfered with normal operations in 1946 to 1949; laundries that experienced during those

years an unusual depression, laundries that developed money making new services; laundries that doubled their plant or operating capacity.

In all of these cases, the companies can substitute for their own earnings experience during the period affected, the earnings experience of their entire industry. The industry figures will be published by the Secretary of the Treasury based on the income tax returns of the industry and the renegotiation figures.

The industry figures will give the rate of return in each year of 1946 to 1949 in relation to the total assets of the industry. That is the percentage a particular laundry will be able to apply to its own assets. Where a company is in several industries, it will use the figures of the industry in which its sales are the largest.

Provision is also made for the situation where firms or proprietorships were incorporated, or one corporation took over another, after the beginning of 1946. In most of these cases, the company that inherited the assets of the former business is regarded as also having inherited the 1946 to 1949 earnings experience, capital increment, etc., of the organization taken over. ●

That's Where the Money Goes

Employee's Statement of Earnings Explains Deductions Made From Pay

A COMMON complaint among laundryowners—and all businessmen for that matter—is that employees tend to think only in terms of take home pay and ignore the total earnings actually paid by the plant. The employer is saddled with the burden of maintaining social security and tax records without thanks from anybody. In fact, at times an employee may have the vague feeling that somehow or other the boss is beating him out of part of his pay.

A simple and effective approach to this problem is illustrated in the employee's statement of earnings used by the American Laundry of Grand Rapids, Mich. As shown in the reproduction, the form itself is standard except for five short, explanatory statements.

Over the years "F.O.A.B." and "Withholding Tax" have come to be pretty well understood by the employer and his accountant. Whether or not they mean anything to the feeders on the flatwork ironer is open for serious

question. There are other advantages to an earnings statement of this type. For example, "You earned and American Laundry paid" is a much stronger statement than the simple notation "total earned." Note under group insurance the notation, "We paid the other part of this premium."

When we were in Grand Rapids recently a spokesman for the American Laundry management gave us several of the earning statements, but disclaimed any credit for the origin of the idea. "We got the gimmick from a large firm in another type of business," he pointed out. "While the idea is not ours, we feel that if all laundries adopted some similar type of earning statement, employees would have a much better idea of where their money is going." We are inclined to go along with American—especially today when it appears that a rise in withholding tax rates will coincide with a decline in the calibre of laundry help.—John J. Dunn ●

Unique payroll form explains both employee and employer deductions

EARNINGS				PAYMENTS MADE FOR YOU				BALANCE OF EARNINGS		WEEK ENDING
TOTAL EARNED	F.O.A.B.	WITHHOLDING TAX	GROUP INSUR.	CONTRIBUTIONS						

CONTRIBUTIONS
C - COMMUNITY CHEST
R - RED CROSS
O - OTHER AS AUTHORIZED

YOU EARNED AND AMERICAN LAUNDRY PAID

DEPOSITED TO YOUR FEDERAL INCOME TAX ACCOUNT

PAID ON YOUR FEDERAL INCOME TAX ACCOUNT

WE PAID THE OTHER PART OF THIS PREMIUM

YOUR INVESTMENT IN DEMOCRACY

THE ARROWS POINT TO YOUR INVESTMENTS IN YOURSELF, YOUR GOVERNMENT, AND DEMOCRACY.

EMPLOYEES STATEMENT OF EARNINGS - SAVE THIS SLIP AMERICAN LAUNDRY

Select your sour



Wyandotte **KLERA-CID***

FOR STAIN AND RUST REMOVAL

- Has excellent rust-removing action
- Removes organic and inorganic stains
- Effective alkali neutralization
- Dissolves and levels blue rapidly
- Has germicidal action
- Can be used dry or in solution
- Free-flowing granular material

Wyandotte **SOURFLO**

FOR CONCENTRATED STOCK SOLUTIONS

- Makes highly concentrated stock solution — 1 lb. or more per gallon
- May be used dry on the wheel
- Free flowing — dustless
- Uniform blue leveling
- Safe for all fabrics
- Dissolves readily
- Especially suited for automatic equipment

Wyandotte **SOUR-TEC***

FOR HIGH ALKALI NEUTRALIZING

- Is used dry on the wheel only
- Safe for all fabrics
- Levels blue evenly
- Produces clear, uniform color
- Flows freely — light in density

* Reg. U. S. Pat. Off.



THE WYANDOTTE LINE—builders and detergents: Arlac, O-S, Choctaw, Apache, Pawnee, Yellow Hoop, 33, Color Spark, Speedac, Skortex, Clomak; **sours:** Sourflo, Klera-Cid, Sour-Tec; **deodorant:** Steri-Chlor — **in fact, specialized products for every cleaning need.**

WYANDOTTE CHEMICALS CORPORATION

Wyandotte, Michigan • Service Representatives in 88 Cities



Wyandotte

REG. U. S. PAT. OFF.

TIPS ON SPOT RADIO ADVERTISING

**A Few Pointers to Keep in Mind When
Considering This Type of Promotion**

By **EDWARD W. YOUNG**

Account Executive

Harry M. Frost Co., Boston, Mass.



DESPITE the rapid growth of television, radio advertising is one of the most effective sales promotion methods for service organizations such as laundries, drycleaners, and rug and upholstery cleaners. This assertion is based on "results" experience.

The lack of television stations and receivers in many localities (sets will become scarcer this year), the dearth of daytime programs, even in areas with television, and the fact that few homemakers have time during housework hours to sit down and look at television, still give radio a strong position.

It has been long conceded that nearly all laundry and drycleaning services are ordered mainly by women. On this basis consistent daytime radio advertising that is skillfully prepared, well presented and spotted at logical periods should maintain current volume and increase business.

In the morning, 7:30 to 8 reaches both homemakers and business girls. From 9 to 10:30, from 12 to 1:30; and from 5 to 6 p.m. are favorable times for covering homemakers. In winter, Sunday between 1 and 2 p.m. is ideal for reaching the entire family.

After a spot has been used for three to six months, it is sometimes advisable to move to another period, on the assumption that the potentials at the original time have been exhausted, and a new audience may be reached by moving the spot. Examples . . . move an 8 a.m. spot to 1 p.m., or a 1 p.m. spot to 5 or 6 p.m.

When there is a choice of several stations, the spot may be switched to a new station where an entirely different listenership will probably be reached.

In connection with daytime broadcasting, it should be kept in mind that it is possible to listen to the radio and do the majority of household tasks at the same time, especially as many homes have a radio in the kitchen and in the children's playroom or a bedroom, as well as the living room.

Another important advantage of daytime radio is the fact that rates are usually half the cost of nighttime spots. Secondly, for most offers, it requires a one-minute

spot to deliver an adequate sales message. These spots are available during the day but not, ordinarily, in the evening between 7 and 11 on stations with network programs. Then too, in areas with television, there is strong competition with radio in the evening.

There is always an advantage in having your announcement before or after a popular network or local program. If it is in a "participating" program (announcements spotted between recordings, news etc.) make absolutely sure that there is no competitor on the same program that day or any day when this particular program is being aired. This is especially true if the program is conducted by a "personality" and that personality is a woman. Many of these women have a real following and their recommendations are accepted. How then can her suggestion sound sincere if she boosts Brown's Laundry on Monday, Wednesday and Friday, and Smith's Laundry on alternate days?

News Listenership High

News broadcasts have always had steady audiences. Now the war situation has increased listenership of news broadcasts from 15 to 30 percent. If a spot is available before, during, or after a news broadcast, it should be a good investment. It might be mentioned, in passing, that sponsoring a news broadcast of five minutes or more is recommended, but this article concerns spots.

Weather reports always rate well (even late evening broadcasts after 11). They also furnish good leads for opening an announcement. To illustrate, if the weather report says "Rain All Day," the announcement could start by saying, "You never have to worry about good drying weather when you send the family wash to Blank's Laundry." Or, following a weather report of "Hot and Humid," the announcement might start, "Keep cool . . . let Blank Laundry give you time to relax, visit the beach, etc."

If the report says "Freezing Temperature Tonight and Tomorrow," the radio script could lead with "No

Check THESE HUEBSCH ADVANTAGES

Before Buying Laundry or Dry Cleaning Equipment

PROVED DEPENDABILITY

LOW INITIAL COST

LABOR SAVING OPERATION

LONG RUN ECONOMY

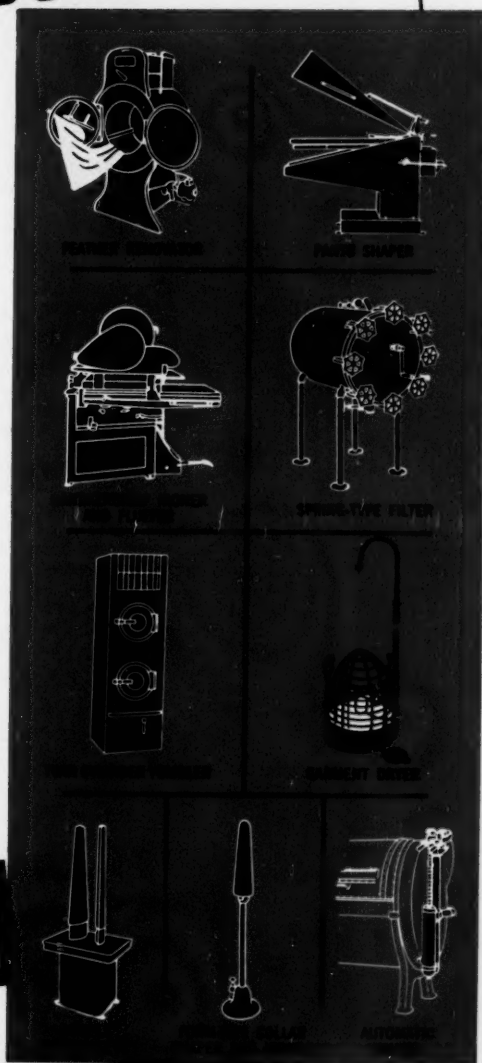
You get more from Huebsch equipment... greater production at lower cost.

Everywhere, Huebsch proved performance... and Huebsch well-known acceptance... make Huebsch the wanted equipment.

Get all the money-saving, money-making facts. Ask your local Huebsch representative for free literature and details or write, wire, or phone us direct.



More than
70,000
HUEBSCH TUMBLERS
Now in Daily Use



HUEBSCH Originators

HUEBSCH MANUFACTURING COMPANY • 3775 N. Holton St., Milwaukee 1, Wis. • Division of THE AMERICAN LAUNDRY MACHINERY CO.

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

more colds and frozen fingers from hanging clothes in winter weather, when you send the family wash to Blank Laundry."

Other Copy Hints

One-minute spots are limited to 125 words. This permits ample time for clear, unhurried delivery by the announcer. The customary way of preparing copy is to have the sponsor's name near the opening of the announcement, again in the middle, and at the end. Too frequent repetition of the name becomes irritating.

Prices should be limited to not more than three; two or one is even better for memory retention. Confusion can be avoided by not covering three or more services in any one announcement. For example, in featuring the family wash, 60 percent of the broadcast can be devoted to this and 40 percent to men's shirts. If mending service is offered, this is a definite asset and should have some mention.

The telephone number should be featured in every announcement, especially at the end. In counting words, remember that a number like Main 2-6540 is six words, while Main 2-6000 is only four. Goodwill can be fostered by devoting all or part of the announcement to events of civic benefit such as Red Cross, Community Fund, and similar projects when they are current.

On radio scripts, the sponsor's name, the station and the date and time of broadcast usually go in the upper right-hand corner. Scripts should always be typed double-space with a margin of at least an inch on each side. No word should ever be split at the end of a line, as this may cause the announcer to flub the word.

Copy should be interesting, informative, persuasive and fresh for each broadcast. Some plant operators are able to prepare effective radio copy, or have an employee who is capable, but this is rare. Usually the best plan is to have copy written by someone experienced in this work (and it is real work to prepare a good script.)

In smaller cities, assistance may be given by the salesman from the radio station. Or, if there is a free-lance advertising man or woman who is handling several non-competing accounts, it would be worth while to engage professional services for radio and promotion work.

In larger cities, an advertising agency may be employed. Ordinarily, it costs nothing extra to use an advertising agency for radio scripts because the station pays the agency a commission for placing the business and handling it. Thus, if the time is bought direct at a cost, say, of \$100, the plant operator has to furnish the copy accurately typed and in the prescribed number of words several days or a week before the broadcast time. When placed through an accredited advertising agency,



"Sure we're lowering our shirt prices . . . people can hardly see the sign at the top of the building!"

the cost is the same, but the agency furnishes the required services after working out with the plant operator what he wishes to promote.

However, if station time charges are so low that the commission would not give adequate compensation, arrangements can be made for a reasonable service charge by the advertising agency.

Whether the radio scripts are prepared by an agency representative or a free-lance advertising writer, this person becomes a sales promotion counselor genuinely interested in the progress of the business, and can be of valuable help to a busy plantowner.

All radio advertising should have a consistent schedule. Discounts are given for number of times a week, number of weeks, or both. The recommended minimum for spot advertising is twice a week. If the budget permits, more can and should be used for at least 13 weeks. While results cannot always be checked to the exact amount invested, an overall increase over a comparative period without radio advertising should indicate the value.

Then too, "gimmicks" can be used to trace results, such as an offer made exclusively on the radio, perhaps with a special price or discount, or a premium (it need not be costly) with every order which the customer states is given as the result of radio advertising, or some similar tracer.

When proficiently done (and this is important) radio advertising has paid off for numerous laundries, dry-cleaners and rug cleaners. If your sales need vitamins, it is possible that this could be the right rejuvenator. ●

CENSUS BUREAU RELEASES LAUNDRY STATISTICS

IN 1948, there were 6,783 power laundries in the United States which reported receipts of \$913 million for the year, according to final figures released by the Bureau of the Census, U. S. Department of Commerce. These figures cover only those establishments primarily engaged in providing power laundry service and exclude laundry services provided by linen supply establishments, cleaning and dyeing plants, etc.

Employees (full and part workweek combined), numbering 272,495, received a total annual compensation of \$502 million, resulting in an average annual wage per employee of \$1,841.

New York, Illinois, California, and Pennsylvania, each reporting over \$50 million annual receipts in 1948,

accounted for 27 percent of the number of establishments, 34 percent of the dollar volume, and 35 percent of the payroll of all power laundries in the country. New York State alone accounted for 10 percent of the number of establishments, 12 percent of the dollar volume, and 13 percent of the payroll.

Data for cities, counties, metropolitan areas, and states for power laundries and other service businesses, and for retail and wholesale trades, are being issued in a series of 1948 Census of Business Area Bulletins which may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., by requesting "Announcement of 1948 Census of Business—Area Bulletins," the official order blank. ●



Now . . . get better quality work at an even greater saving in soap costs. Now—by replacing 25 to 50 percent of the high-priced soap in your formula with NYTRON—you save money and get better results in the bargain. Formulas containing NYTRON provide better and more rapid soil removal, improved suspension of soil, faster and more complete rinsing.

NYTRON can offer you these advantages be-

cause it has an exclusive combination of properties . . . a combination available in no other detergent. This patented wetting agent-detergent is not an alkali, not a soap, not a mixture. NYTRON works well in hard or soft, in hot or cold water; it provides exceptional detergency at low concentrations. And NYTRON saves you money . . . it will bring down the cost of your formula and improve the quality of your work!



Washing Woolens

NYTRON does an outstanding job on woolens . . . it combines complete safety with exceptional cleaning ability. It leaves the fabric with an unusually soft, springy "hand" because it cleans effectively and rinses completely even in cool or cold water.



Wet Cleaning Rug Washing Maintenance Cleaning

NYTRON's exclusive combination of properties provides great versatility for a wide range of laundry cleaning jobs. It gives outstanding results in wet cleaning and rug washing . . . use NYTRON also for general maintenance cleaning on floors, walls, windows, delivery trucks.

MAIL COUPON FOR FREE SAMPLE

Samples of NYTRON and informative literature are available on request. Just mail the coupon.



Washing Synthetics and Fugitive Colors

Substantial savings in classification time and special wheel loads can be achieved by the use of the NYTRON-Sour formula for the washing of synthetic fabrics and fugitive colors. Synthetic fabrics and fugitive cottons can be washed thoroughly, safely and economically in the same wheel with a combination of NYTRON and laundry sour.



SOLVAY SALES DIVISION, Allied Chemical & Dye Corporation
40 Rector St., New York 6, N. Y.

Please rush my free sample of NYTRON, the patented wetting agent-detergent with the exclusive combination of properties. Also send literature.

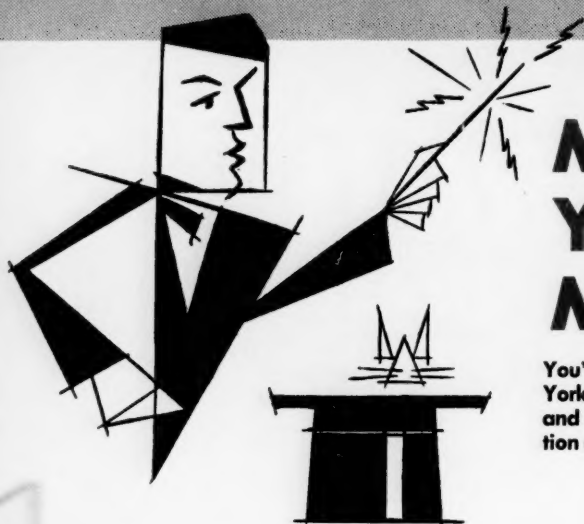
Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____ SL-2



MAKE YOUR OWN MIRACLES!

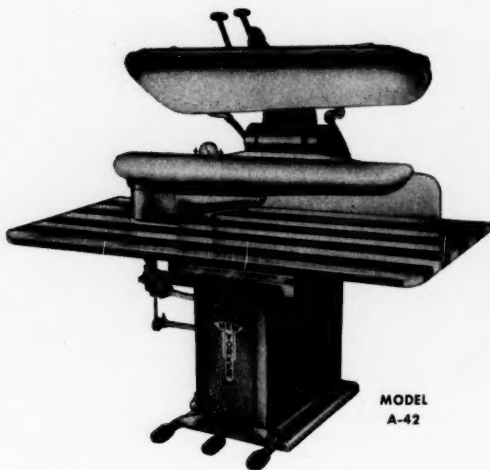
You'll work wonders with safer, simpler New Yorker Air-Operated Presses. They mean easier and lighter work for the presser, increased production and finer quality—all day long!

No buttons or distracting gadgets on the table. Proud pressers praise the "New-Matic" Press for its safe, speedy, simple operation, and turn out consistently finer work

You'll feel like a wand-waving magician when your shop is transformed into a more modern, faster-moving plant—plus more profits and production for you.

SHOWN—New Yorker Model A-42, the general utility machine used by tailors, cleaners, pressing shops and alteration departments. Coats, overcoats, vests, trousers, dresses, shirts and many other items can be completely pressed and thoroughly dried.

Other New Yorker Air-Operated Presses are available in all of the 300 models used in the Laundry, Dry Cleaning and Clothing fields.



MODEL
A-42

Mail this coupon today
for our illustrated
Catalog, Price List
and Nearest Dealer.

LEARN ABOUT NEW YORKER'S
SAFE "FLOATING POWER" PRESSES

N. Y. Pressing Machinery Corp.
 880 Broadway, N. Y. 3
 Please send me free illustrated Catalog, Price
 List and Nearest Dealer.

Name..... Title.....
 Firm.....
 Address..... State.....
 City..... Zone..... SL-2-51

NEW YORK

Pressing machinery corp.

AGENTS IN ALL
PRINCIPAL CITIES





What a Relief!
**NOW OUR WORK GETS
 COMPLIMENTS INSTEAD
 OF COMPLAINTS**

Since the Boss got rid of
 our "Soap-Starved"
washing formulas!

**DON'T LET "SOAP-STARVED"
 WASHING FORMULAS
 LOSE CUSTOMERS FOR YOU**

Check the effectiveness of the soaps you are using now . . . get your formulas in "balance." You'll find C.P.P. soaps and synthetic detergents help clean whites whiter . . . colors brighter . . . woolens fluffier—with money-saving efficiency!



**USE COLGATE-PALMOLIVE-PEET CO.
 Laundering Products**

FOR BRIGHTER WHITES

Arctic Crystal Soap Flakes—high quality, made from pure, prime tallow, guaranteed to contain not less than 88% soap. Titer approximately 42°C. Also available in granulated form containing 92% soap.

Colgate Formula 40—for hot-water washing of white work and fast-colored goods. A high titer built soap. It assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

FOR SHARPER COLORS

Colgate Formula 20—prepared soap for cold-water washing of colored fabrics and materials not affected by added alkali at low temperatures. Assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

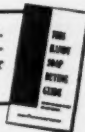
**FOR SILKS, SYNTHETICS, FUGITIVES
 AND FLUFFY WOOLENS**

Arctic Syntax "M"—"soapless" soap or synthetic detergent for low-temperature laundering of fine fabrics in hard or soft water. In mild acid or salt solutions, it minimizes bleeding. Rinses quickly. Does not promote felting or shrinking of woolens.

Mentor Beads—an alkyl aryl sulfonate detergent . . . of high purity . . . stable in acid and alkali . . . outstanding detergent and wetting properties.

C.P.P. Advisory Service is FREE! Contact your C.P.P. salesman today or write us direct.

FREE! New 1951 Handy Soap Buying Guide. Tells you the right soap for every purpose! See your C.P.P. representative, or write to our Industrial Department.



COLGATE-PALMOLIVE-PEET COMPANY

Jersey City 2, N. J. • Atlanta 3, Ga. • Chicago 11, Ill. • Kansas City 3, Kans. • Berkeley 10, Calif.

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

Rhapsody in Bellew

JUST to keep the record straight, let it hereby be known that of pappy Bellew shore appreciated all those swell Christmas cards you nice people sent. All except one from Carl Selle, in Evansville, Indiana. Carl sent me one in a sack . . . jig-saw style. I could make out the name Selle, but I couldn't make out the writing on the back until I put the thing together. After a half-hour's work I got it assembled . . . but the writing was still on the back. There followed a tense period of turning each piece over to see what was written on the other side . . . and someday I'll get even, boy! ●

Tank for 50 Bundles

It's very unusual, but every one of these ideas comes from the Progress Laundry in Indianapolis, Indiana. Believe me, Lee Hocker, the plant manager there, is rated in my little book as one of the country's better laundriers.

The Progress handles no commercial work at all, just straight family bundles. To conveniently handle lots at damp assembly, Lee needed some way to pile his extractor loads in the center of his U-

ers are protected from the sharp edges of the angle-iron frame by pieces of split $1\frac{1}{2}$ -inch conduit pipe placed over the frame at each end of the tank. It's 8'6" long, six feet wide, 28 inches deep, and holds 50 bundles which weigh approximately 875 pounds. ●

Sport Shirt Folder

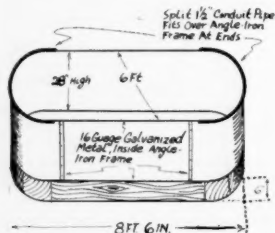
Here's something that will help during the sport shirt season. It's a way to use your regular shirt folding table to fold sport shirts. Right now there are several good converters on the market to serve the same purpose, but this plant found it necessary to devise their own some time ago. A piece of $\frac{3}{8}$ -inch plywood was fitted to the fold-table top and two $\frac{1}{4}$ -inch-deep sections were routed out to hold the shirt-

bands. The shirts are laid face down in the usual manner, the board is slipped under the collar, sleeves are folded across the back, the tail is folded twice, and the bands are fastened.

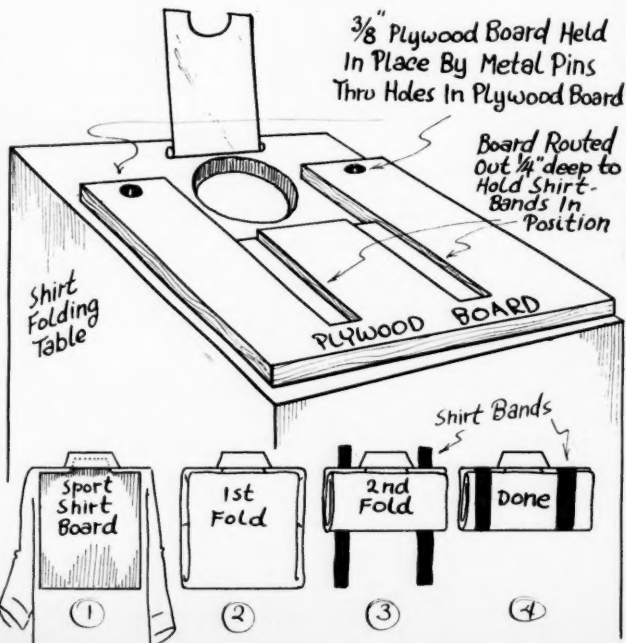
(Elementary to most of you laundriers, but you'd be surprised how many smaller plants can use this idea.) ●

Spool Support

Got to nosing around the delivery trucks and found the driver of one has figured a more efficient way to handle the bundle tying twine. Instead of having twine threaded through a half-dozen eyelets, this truck had the twine spool fastened to the roof of the cab by a simple U-shaped piece of strap iron. He said the only fault was that about



shaped monorail. From this need resulted a tank-like affair engineered to hold an entire 50-bundle lot without spilling the loads out on the floor. Made of 16-gauge metal, fitted to the inner side of an angle-iron frame, this tank rests on a six-inch wooden base and fits inside the monorail space. The work-



STARCH WHITE

(NOT YELLOW)

To assure maximum benefits from starching and sizing, the goods must be thoroughly washed, completely rinsed, and adequately soured and blued. Any alkali retained in fabrics will react with starch to produce a yellow discoloration throughout the starched work or leave unsightly brown spots on shirt collars and cuffs.

The Cowles Laundry Tip on "Starch" includes a number of useful hints on successful starching. If you don't have this issue, we'll be glad to send it to you.

Good Washing — Good Starching

To keep *your* starched work sparkling white — free of yellow casts and brown spots — be sure that your starch and your alkaline builder never meet. They won't meet if your alkaline builder is a free-rinser like ESCOLITE.

ESCOLITE rinses quickly and thoroughly because its detergent action is both chemical and colloidal. ESCOLITE gently, colloiddally scours the soil off fiber surfaces. It doesn't need to penetrate fibers, so it doesn't need to be pulled laboriously out of the fibers.

Your Cowles Technical Man will be glad to check your formulas for rinsing efficiency. If there is any possibility of an alkali carry-over into the starch, he can correct it with ESCOLITE and good washing practice. You can reach him through your regular Cowles Dealer or by writing us direct.



• • •

COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

Cowles

ESCOLITE

ESCOL 77

ESCOMO BLUE

CHLORESCO

ESCOFOS

New 1951 CHEVROLET TRUCKS

Better before...now better than ever

America's best truck investment is an even better one for '51! Yes, this latest line of Advance-Design trucks combines the greatest of Chevrolet's traditional advantages with new features and improvements that make your dollars go farther than ever! Along with outstanding power and economy, finest construction and superior

handling ease, Chevrolet Advance-Design trucks offer new, improved-design brakes, new Ventipanes, and Chevrolet's new cab seats—plus a host of other features that mean increased value to owners. See your Chevrolet dealer and look over this new line of 1951 Chevrolet trucks today. They're "best buys" every one!

CHEVROLET MOTOR DIVISION General Motors Corporation DETROIT 2, MICHIGAN



ADVANCE-DESIGN TRUCK FEATURES

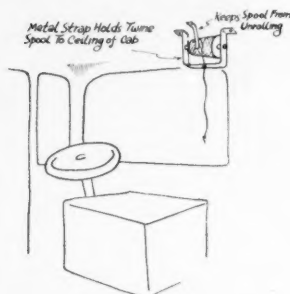
TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSIONS**—for fast, smooth

shifting • **HYPOID REAR AXLES**—for dependability and long life • **NEW TORQUE-ACTION BRAKES**—for light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—for medium-duty models • **NEW TWIN-ACTION REAR BRAKES**—for heavy-duty models • **NEW DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty

models • **NEW CAB SEATS**—for complete riding comfort • **NEW VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



half the spool unwound when he jerked the string. The next step was to fasten a thin piece of metal to the ceiling in such a way that it

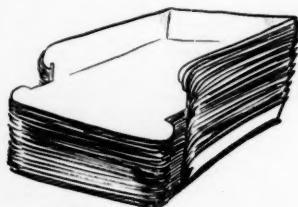


pressed against the spool, preventing too much unwinding. ●

Shirt Box Storage

Another thing (reported some time ago from another plant) is Progress' way of storing boxes. Too many plants fail to see the merit of stacking shirt boxes with one end unfastened. In this manner the

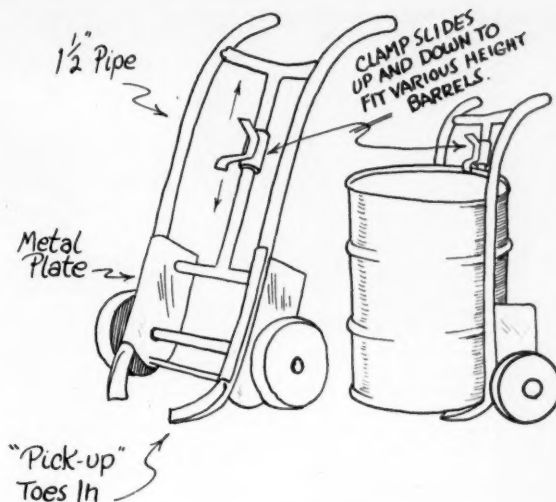
SHIRT-BOXES



boxes can be nested in such a way as not to take up much space. The reason I'm yaking about this whole thing, is because I took the time to count the number of boxes that could be stored in the same space that two completely folded boxes would occupy. I counted 150 in one stack that appeared to be the same height as two completely folded boxes. ●

Barrel Holder on Hand Truck

Now here is a commercially made barrel handling hand-truck that safely handles heavy barrels. Just thought some of your maintenance men could convert the ones most of you now have in use. The gimmick is a sliding holder on a pipe that is held in place on the back of the truck. This holder can be adjusted either up or down to hold the top of any size barrel or drum.



Another nice feature was the way the lower lifting ends of the truck were curved inward for a better grip during the moving operation. ●

Sturdy Conveyor Shutoff

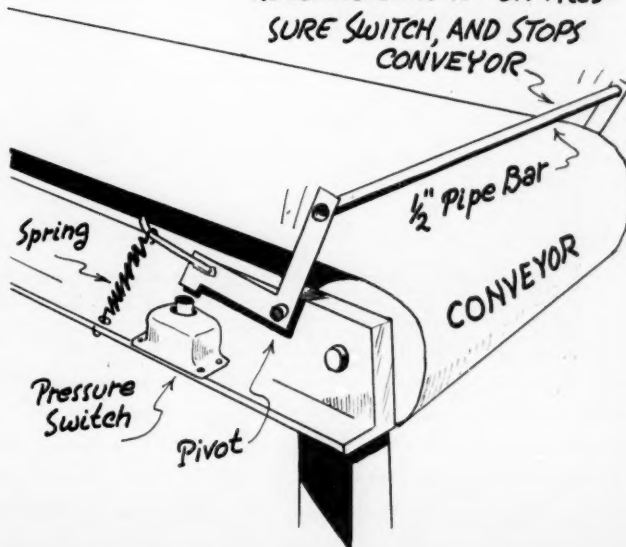
Of course there are plenty of conveyor shutoffs around the industry, but the heavy-duty looks of this one attracted my sleepy little eyes. A pressure-switch was activated by a shutoff bar across

the width of the conveyor belt. The shutoff bar was made of half-inch pipe. Looked like it would stand plenty of hard use. ●

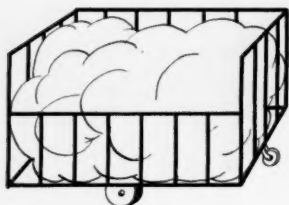
Truck Made of Pipe

In case you're having excessive wear on nets, it may be the fault of your wooden trucks. The progress Laundry has found that trucks made of pipe have materially re-

BUNDLE PUSHES PIPE-BAR, RELEASES CONTACT ON PRESSURE SWITCH, AND STOPS CONVEYOR



duced this sort of damage. Simple to construct, these trucks are made

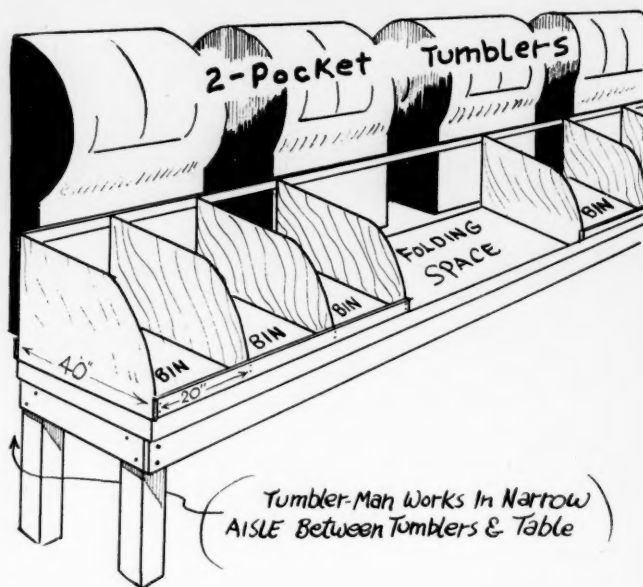


of half-inch material, all welded. Nets just can't snag on them. Small swivel-casters, fore and aft, guide the trucks, while two larger wheels, one at each side at the center, support the main load. ●

Sorting Table at Tumblers

For greater efficiency in handling towels and small rugs from family-bundles to the folders, this plant has made use of a series of bins to eliminate mixing of pieces. The folder's table has been divided into sections the width of the table. Each 20-inch section is partitioned off by pieces of plywood. There are three of these sections, and then a 40-inch section in which the folder may handle work from these three bins. Work from the tumblers is removed, wrapped loosely in its net, and is placed in any open bin with its ticket. Each operator has three bins to fold from. Folded work is then matched with the flat-work and placed on a conveyor which moves it to a point where it is wrapped out.

A four-man crew—one man operating ten two-pocket tumblers, and three folders—handles an average of 110 bundles each hour without danger of mixing bundles. The number of bins allocated to each folder was determined, more or less, by a



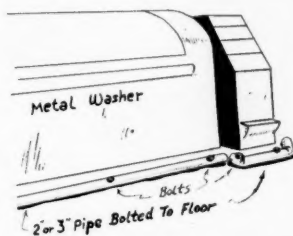
rule-of-thumb, but the system has worked out conveniently for all concerned. To add folders in case of increased volume, it is only necessary to add to the length of the original table and build on more partitioned bins.

Strips of lath along the top edge of plywood partitions add rigidity to the affair, while strips of lath along the front and back of the bins keep pieces from falling off the table. ●

Pipes Protect Washers

In a washroom sporting some beautiful metal washers I found that certain precautions had been taken to protect them from the bumps of the extractor baskets. To

prevent this sort of damage, sections of scrap pipe had been bolted to the floor in front of the machines



at a sufficient distance to keep the metal baskets from striking the metal surfaces. ●

LAUNDRY BUSINESS TRENDS

New York

Dec. 23—4.5% more than last year
Dec. 30—0.2% more than last year
Jan. 6—5.3% more than last year
Jan. 13—3.4% more than last year

M. R. Weiser & Co., New York

New Jersey

Dec. 23—no comparison available
Dec. 30—0.9% more than last year
Jan. 6—5.5% more than last year
Jan. 13—5.1% more than last year

M. R. Weiser & Co., New York

New England

Dec. 23—0.6% less than last year
Dec. 30—0.4% more than last year
Jan. 6—0.5% more than last year
Jan. 13—5.7% more than last year

John Carruthers & Co., Boston

New Instant-**calgon***dissolves fast
at any water temperature!*

New *Instant* Calgon, in dry form ready for use, dissolves so fast and so completely that you pour it directly into washwheel, rinse tub or shampoo. It is no longer necessary to make up solutions in advance. New *Instant* Calgon is ready to go to work for you *right from the drum or bag*.

NEW, CONVENIENT WAY TO QUALITY WORK!

New *Instant* Calgon gives you the same results as Calgon in regular form: prevents and removes washing film . . . makes water wash and rinse better . . . makes soap, alkali, bleach and starch work better.

Use Calgon* IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS!

for quality laundering . . . wet cleaning . . . rug and upholstery shampooing!



*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

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... flat work done with
KARAGAMI WAX



Want wrinkle-free sheets and flat work that will keep your customers contented? Use Karagami Wax! With Karagami, sheets and spreads won't gather, wrinkle, or pick up on your ironer. Flat work slides through easily, comes out sparkling clean and ready for folding.

Karagami Wax reduces reruns, minimizes chance of scorching tape or cover. And it's so very, very easy to apply! The handy sifter can works like a dream, eliminates mess or spillage associated with oily substitutes that are hard to handle and actually cost more!

Ask your jobber now for powdered Karagami Wax. Packed in sifter cans and in bulk lots, it's as inexpensive as it is effective and efficient! Comes in cake form, too!

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We want to try it. So please send us a
FREE 1 lb. sample can of Karagami Wax.

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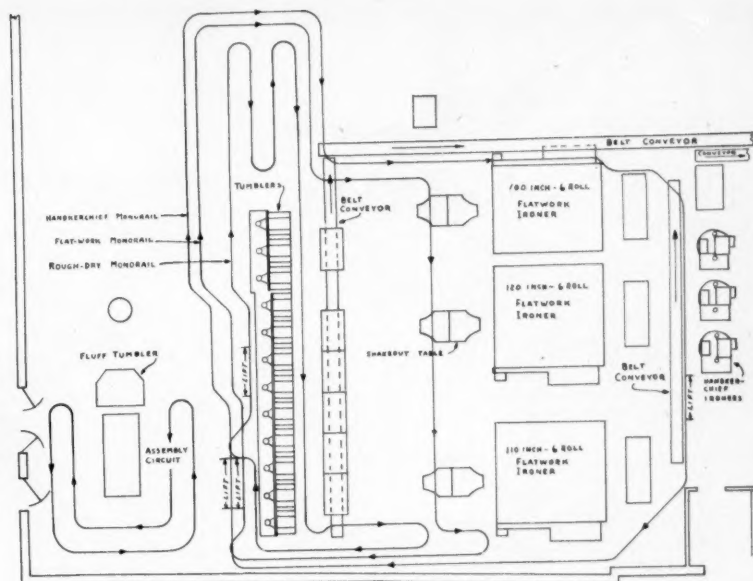


MOORESTOWN, NEW JERSEY — Moorestown 9-1100

CRESYLIC ACID • JAPAN AND CARNAUBA WAX REPLACEMENTS
CANDELLA WAX • REFINED TALL OIL

By JOHN J. DUNN

Layout drawing of the overhead conveyor at the American Laundry in Grand Rapids. Rails seem to overlap at loading section near damp assembly, but tracks are actually at different levels. Additional lift near handkerchief ironers carries empty bags back from this long passage



Finishing Conveyor

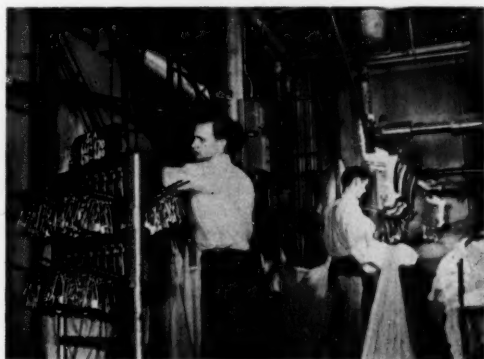
Laundry Designs Special Features Into Overhead Rail Carrier Device

A LOT of laundries these days are equipped with some type of overhead, gravity conveyors which roll the bundles from damp assembly to the various finishing sections. In some of the larger plants the installations are pretty elaborate and fairly standardized. Other smaller operations have designed carriers to fit their particular needs. Conveyors in this second category frequently include some unusual features which often result from a plant owner's own ideas on construction. Whatever the origin of the design, however, the conveyors pay off in cost reductions. The system at the American Laundry of Grand Rapids, Mich., is a case in point.

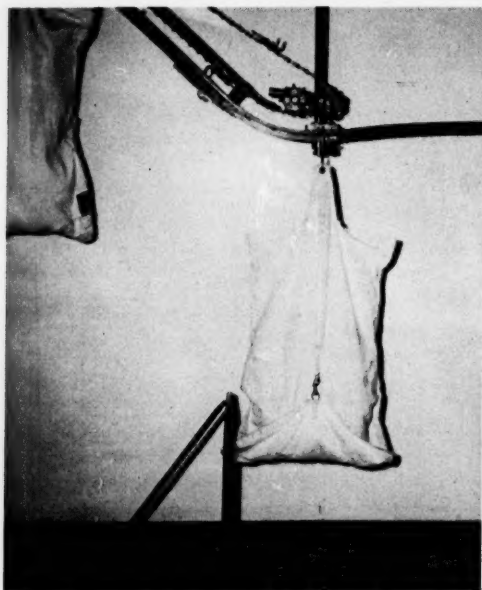
The Grand Rapids laundry, headed by Adrian Otte, John P. Otte, Sr., Edward F. Otte and John P. Otte, Jr., has been using its present overhead conveyor system for a little more than a year. As shown in the accompanying illustrations, the layout of the conveyors is relatively simple. Three rails from damp assembly pass down into one corner of the finishing department. One rail turns and parallels the tumbler line. A second passes over the flatwork shakeout tables while the third feeds the handkerchief ironers. Near the opposite wall all lines flow back into the damp assembly department, forming a closed loop.

The highest point of the conveyor is established just beyond the loading station. The trolleys are lifted by an endless chain belt with projecting teeth. A one-sixth

horsepower electric motor drives the chain above the flatwork and handkerchief rails. A second motor of the same size lifts the bags on the tumbler line. Beyond the high points gravity alone carries the trolleys into the various finishing sections. Over the straight sections the rails have a fall of from one-eighth to one-



Loading section of the conveyor showing damp assembly loop at the right. In center background empty bags are coming around from return trip. Bags with new bundles pass over tracks leading into foreground



Loaded carrier waits at bottom of lift for chain prong to come around and lift it up to high point on track. Bumper device on the floor is used to retard tendency of bags to swing during the upward passage



When tumbler operator needs more work she pulls control rope. Three or four are provided along tumbler line. Separate controls regulate flow into flatwork ironer shakeout tables and handkerchief ironers

quarter-inch per foot. On a 180-degree bend this fall is increased to two inches.

The carrier for a bag is formed by two roller bearing wheels held in a metal frame of one inch by one-eighth-inch cold rolled steel. The hook holding the bag is bent so that the weight is suspended directly below the trolley's center of gravity. The wheels ride in the trough of the one-inch channel iron rail. For additional strength a "stiffener" of one inch by one-eighth-inch steel is welded to the bottom of the channel iron.

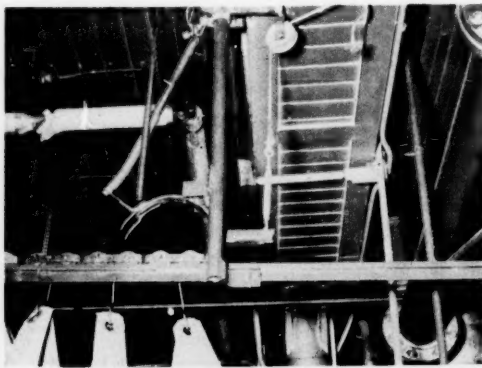
The vertical supports from the ceiling are constructed of three-quarter-inch scrap pipe. Flat steel sections are welded to the lower end of the pipes and bolted to the track. At the top the pipe supports are attached to the ceiling by lag screws. By definition, a "lag screw" is a screw having a wrench head and woodscrew threads terminating in a point. These lag screws were welded into each pipe support and then imbedded into the ceiling. The machinist handling the installation maintained this construction would provide better rigidity than the usual flange setup. When the rail was completed, he proved his point by clambering up on the track and walking its entire length.

Supplies of bags with work to be finished are held on the track in front of each finishing section. When an operator wants another bundle she pulls a cord and releases one trolley. The cord passes over pulleys to a "release and hold" gadget. This device consists of two prongs which project at each end of a half circle. Pressure on the rope lifts one prong to free a trolley while the prong at the opposite side comes down to catch the next trolley in line. When the cord is released, a spring restores the prongs to their original position. This allows the next trolley to roll down and take up its position behind the forward prong.

At damp assembly the carrier bags are loaded from the top with one side attached to the trolley and the

other to a stationary standard. The bags are unloaded by the finishers who unhook the latches holding the folded-up bottoms. Zipper bottom bags have been successful in similar installations in other plants, but American management decided they preferred the flaps. The carriers, trolleys and tracks are built to take a load of at least 75 pounds with a maximum of 100 pounds.

The Grand Rapids laundryowners estimate that their conveyor installation could be duplicated in a two ironer plant for about \$1,000. For the value of this investment they point to their savings of one and one-half people on the labor force. Additional but less concrete advantages include the elimination of backlogged work on the floor and the better opportunity to assure the processing of bundles in the proper order. ●



Gadget used to release only one trolley when cord is pulled. Note how rear prong descends to hold next trolley in line as first is released

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have to meet, or what type of work you specialize in.

Call your **DIAMOND** Technical Serviceman for a checkup of your washroom conditions. His recommendation of the right compound can save you money. Why buy a washing compound that is stronger than you need—or why struggle with one not strong enough, when **DIAMOND** can give you *exactly* what you need for most profitable results? Call **DIAMOND** laundry distributor *now*.

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DIAMOND



CHEMICALS



More than 300 executives, supervisors, and staff members of Consolidated Laundries attended the banquet held in connection with the forum

Consolidated Laundries Conduct Management Forum

THE second annual management forum conducted by Consolidated Laundries Corporation, New York, was climaxed by a cocktail party and banquet attended by over 300 executives and supervisors as well as members of the maintenance, transportation and office staffs of the plants and general office. At this affair President Murray Cohen presented individual scrolls and service pins to 20 employees of the company who have served 35 or more years continuous employment with Consolidated or a predecessor company.

The two day forum opened with greetings from Chairman I. M. Weinstein and President Cohen followed by brief talks by other company officials on general industry problems and future plans. Then each group of employees—plant managers, production managers, sales managers and general office executive staff members—gathered in separate meetings to discuss problems of interest to their individual groups.

On the second day the larger group was convened for a general session followed by separate group meetings devoted to the problems of each division of the com-

pany's business. Transportation and garage personnel, maintenance and engineering personnel, office managers and auditing staffs from the various plants each had separate discussions under individual group leaders. Sessions were simultaneously devoted to production and sales problems in both the family division and the linen division.

"We're All Consolidated—Sell All Consolidated" was the theme of the luncheon meeting on the second day. A display consisting of the various posters carried by Consolidated's 600 trucks throughout the year was set up in the dining room. Each poster featured one of the many company services—family service, linen supply, diaper service, drycleaning and linen loan. Also featured at the luncheon was a show at which the uniforms of Consolidated's industrial uniform division were modeled.

According to company officials the forum method of discussions has lead to much more active participation on the part of all employees and present plans provide for holding similar meetings on an annual basis. ●

FRONTIER LAUNDRY COUNCIL HOLDS REGIONAL DINNER

THE Regional Dinner of the Frontier Laundry Council, held at the Hotel Statler, Buffalo, N. Y., on the evening of January 9, was attended by upwards of 60 laundryowners and allied tradesmen from the Western New York area. Those present from outside of Buffalo included laundryowners from Dunkirk, Niagara Falls, Rochester and Syracuse.

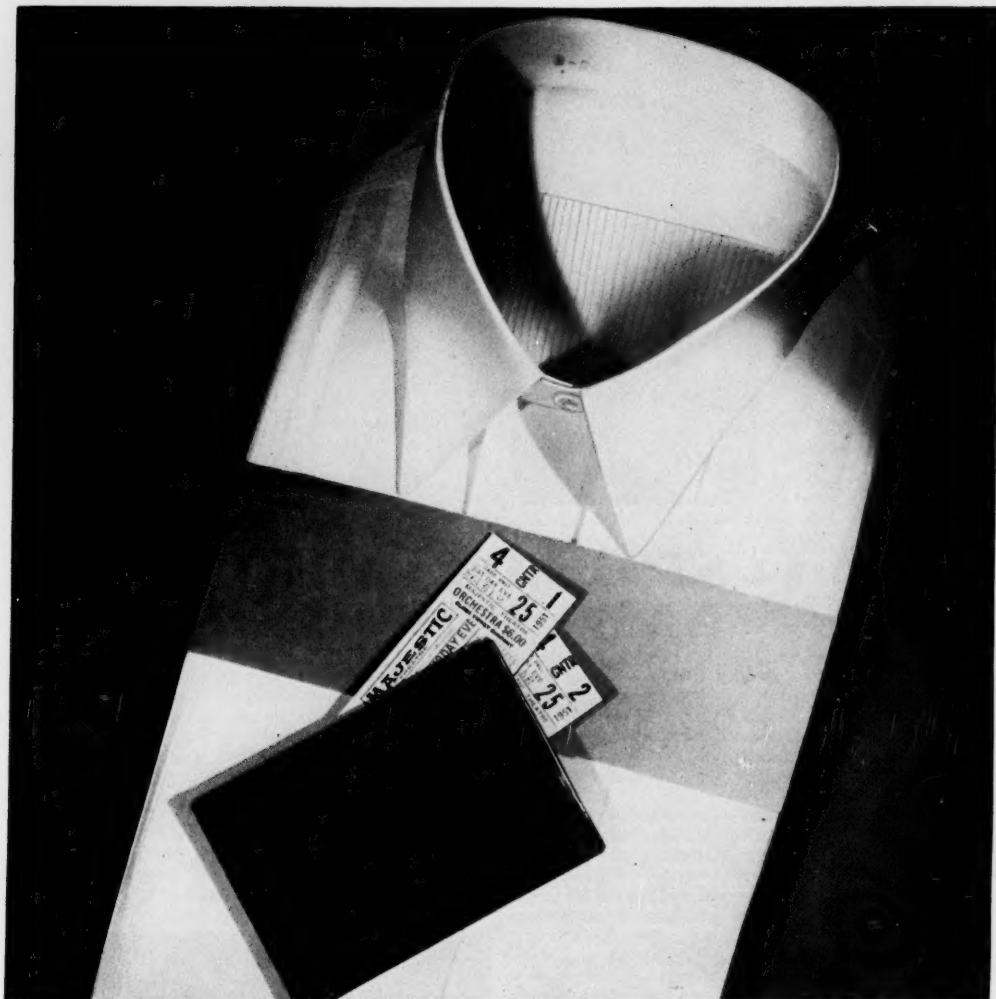
The activities started with cocktails at 6:30 p.m., followed by dinner at the Hotel Statler.

Harold K. Howe, manager of the AIL Washington

office, spoke on "What Goes on in Washington and What it Means to You."

Joseph R. Shaw, assistant to the president, Associated Industries of New York State, addressed the group on "The N. Y. S. Unemployment Insurance Law and What it Means to You."

Both talks were followed by a question and answer period. Because of the timeliness and factual values that characterized the messages of both speakers, the gathering was said to have been most informative and helpful in getting set for what's ahead. ●



best in the house

Don't take a back seat when it's easy to be up front. Insist on Satinette, the starch that puts you in preferred position. Satinette never congeals, penetrates thoroughly and finishes smoothly to assure the repeat performances that mean profits.



THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO

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By JOHN J. DUNN

Address plate slides inside plastic case attached to key ring. Plate, held in place by spring, is easily removed when needed

CUSTOMERS CARRY NAME PLATES

WHEN you hit on an idea that pleases the customer and helps your own operation, you've got something. That is what the Cherokee Laundry and Cleaners of Louisville, Kentucky, did when the plant provided each drive-in customer with a key chain and plastic case which holds the customer's address plate.

Like many another laundry, the Louisville firm long suffered from the minor but constantly-recurring problem of illegible handwriting on pickup slips and invoices. Cherokee does a heavy drive-in volume and prides itself on getting cars served and off the lot in as short a time as possible. The problem was to obtain more legible invoices without slowing-down the car attendants.

Owner Dan Chitwood and Manager J. Prising, felt that the obvious solution would be to place drive-in customers on metal address plates. However, if these were filed in the office in the usual way, the clerks would have to search out the proper one every time a bundle was received. The laundrymen decided that the ideal system would be to let the customer carry her own plate. Better yet, combine the plate with something the customer would like to have, tagged with her name and address. With these aims in mind, they ordered an experimental batch of plastic cases with an attached key ring. A small-tension spring held the plate inside the case. The system soon proved its worth and about three months ago was extended to all drive-in customers.

Pickup operations with the address plates are simple and speedy. The attendant takes the customer's plate with the bundle. The plate is inserted under a portable, hand-operated printing device in the store and the pertinent information is transferred to the invoice. If the customer also has a bundle ready for delivery, the attendant returns the plate with the completed order. If the customer is merely leaving a bundle, she must wait only a few seconds for the return of the plate.

The plate carries the patron's name, address, identification mark and type of service. In one quick operation all this information is placed on the ticket in legible type. All writing errors have been eliminated. Management at Cherokee estimate that an attendant can now handle at least three bundles in the time it formerly took him to write up one.

When the plates were first introduced, the plant distributed them with a form letter which explained how the plates would speed up service. Management found customers liked the convenience of the system and appreciated the value of a key chain identified with a name



Inside drive-in office, attendant places customer's plate under portable printing device and transfers name, address and other information to invoice. Different types of invoices segregate the services offered

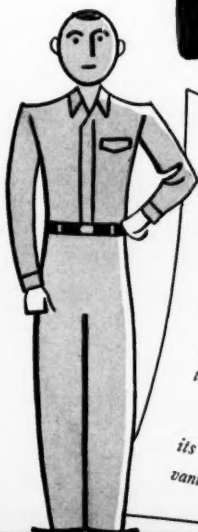
HIGH IN WASHING POWER...

What's today's biggest problem in your business? The answer is simple—it's how to get uniformly good quality and maximum production per man-hour.

And a lot of laundryowners have found that the simplest means of accomplishing this in the wash-room is by "the Ozonite route."

You start saving time and manpower the minute you start using Ozonite. You don't have to pre-mix Ozonite. Made of scientifically blended top grade neutral soap and selected builders, Ozonite comes to you ready for instant use. You can add it direct from the barrel to your washers. No soap buckets ... no soap tanks ... no heavy lifting ... no extra steps.

LOW IN MAN-POWER



*all this...
and quality too!*

Ozonite's washing results are just what every alert laundryowner demands. Fast, thorough dirt removal ... excellent whiteness maintenance ... minimum loss of tensile strength ... exceptionally uniform washing results. Even a week's trial of Ozonite will tell you a lot about its time-saving, manpower-saving, money-saving advantages. Try it soon!

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OZONITE

FACTORY BUILT TO SAVE YOU
TIME, MANPOWER AND MONEY

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**WITH THE COST OF LIVING GOING UP
NOW IS THE TIME TO SAVE!**

**BY USING OUR DRIVE-IN SERVICE YOU CAN SAVE
15% ON ALL LAUNDRY AND DRY CLEANING**

ASK FOR YOUR NAME PLATE FOR SPEEDY SERVICE
AND TO ELIMINATE MISTAKES



**DRIVE IN
AND
SAVE 15%
ON
LAUNDRY & DRY CLEANING**

CHEROKEE LAUNDRY

City-Wide Pickup
and Delivery

LA 7892; CL 1344

AND CLEANERS, INC.

1104 BARDSTOWN RD.

Ad used in drive-in promotion features drawing of key chain and holder

and address. In fact, the plant has been centering some of its promotion for new business around the novelty aspect of the system. Additional advertising has resulted from the distribution through the community of the key chains imprinted with the firm name.

It's a rare case when a regular customer shows up without a plate, perhaps because most of them are using the gadget for their auto keys. The Louisville laundrymen estimate that plates are submitted with about 99 percent of all transactions at the drive-in store.

The benefits derived from the Cherokee system were obtained at a rather nominal cost. The plastic cases complete with the firm name were purchased at \$10 a thousand. The blank metal plates cost \$38.50 a thousand.

January 1951

CLAY 1344



CHEROKEE LAUNDRY & CLEANERS

1104 Bardstown Road
LOUISVILLE 4, KENTUCKY

FOR YOUR CONVENIENCE

This is a new service offered for the first time in Louisville by the Cherokee Laundry & Cleaners.

The enclosed identification plate will enable us to give you better and faster service. USE IT EACH TIME YOU LEAVE OR PICK UP LAUNDRY.

WHAT IS IT ???

An identification tag for your automobile keys. A key chain. An address plate.

HOW TO USE IT

1. Just hand this plate to the attendant and he will stamp it on your laundry ticket and tag. No need to repeat your name and address. No chance for error. Less waiting time.
2. The attendant will return your plate to you in a few seconds. BE SURE AND WAIT FOR IT.
3. Present your plate each time you call for clean laundry or cleaning. It will help the attendant correctly identify your laundry and will shorten the waiting period.

We suggest that you keep this plate in your car at all times. It is of no value to anyone but you or unless you USE IT EVERY TIME YOU STOP FOR LAUNDRY OR CLEANING SERVICE. In this manner we can serve you much more quickly and efficiently.

HELP US HELP YOU - USE THIS PLATE

Letter distributed with key chains when system was first introduced

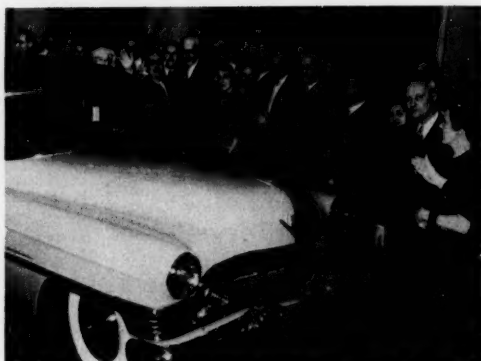
Any way you look at it, Mr. Chitwood and Mr. Prising hit on an idea that was both good for them and acceptable to the customer. They got something. ●

DETROIT GROUP HOLDS DINNER

MEMBERS of the Detroit Institute of Laundering gave an annual dinner party on December 14, 1950, at the Hotel Detroit, Detroit. Invitations were extended to wives of the members, the Michigan Institute of Laundering members and their wives, and members of the Allied Trades Association and their wives.

The 8:00 p.m. dinner was served to 160 guests including such out-state guests as James Robertson, president of the Michigan Institute of Laundering, Robertson's Laundry, Sault Ste. Marie; Leigh Hudson, Hudson's Quality Laundry, Bay City; Nathan and Barnett Dalitz, Varsity Laundry, and John Paup, Kyer Laundry, all of Ann Arbor; Harold Johnston and Hazen Johnston, Trojan Laundry, Ypsilanti; and E. F. Lautner, Monroe Steam Laundry, Monroe; and others.

The only business transacted was the announcement of the new officers and directors of the Detroit Institute of Laundering for 1951. They are: chairman of the board, W. H. Balkwill, Fine Arts Laundry Company and Bond Laundry; president, Albert Blumenfeld, Colonial Laundry Company; vice-president, V. B. Watkins, Grand Laundry; treasurer, S. P. Baker, Queen Quality Laundry Company; secretary, J. Lapides, Quality Laundry Company; and executive secretary, John C. Meissner. Other directors are C. S. Lantz, Pilgrim Laundry & Dry Cleaning Company; Isaak Nissenbaum, High Grade Laundry; Bernard Milisky, Wayne Laundry & Dry Cleaning Company;



W. H. Balkwill, tall man at left center, admires his new car, a "taken" expressing Detroit group's appreciation of his services as president

and Oscar Spilkin, Tiny Tot Laundry and Diaper Supply Company.

The main feature of the party was the presentation to Mr. Balkwill, who had been president of the Detroit Institute of Laundering for 11 years, of a Cadillac sedan with all accessories, and a script bearing the names of 34 laundries who contributed toward the car. ●



The ideal Metal
for Laundry Equipment
is STAINLESS STEEL

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OF THIS NEW BOOKLET

"ALLEGHENY
METAL
in the
LAUNDRY
INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

SEND FOR IT TODAY
ADDRESS DEPT. L-14

Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it *best!* No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance . . . resistance to corrosion by any solutions or cleaners you use . . . ability to retain heat and maintain washing temperatures . . . great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.

**ALLEGHENY
STEEL CORPORATION**
Pittsburgh, Pa.

*Nation's Leading Producer
of Stainless Steels
in All Forms*



ALLEGHENY METAL is stocked by all
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Laundry News Notes



SAN FRANCISCO, CAL.—The Metropolitan Laundry Co., Ltd., has been dissolved as a corporation.

NEWKIRK, OKLA.—Mr. and Mrs. John Hoffman have purchased the Newkirk Home Laundry from Mr. and Mrs. N. J. Stewart.

BANNING, CAL.—New delivery equipment has been added to the truck fleet of the Banning Laundry.

OSAGE CITY, KAN.—New equipment has been installed at Rogers Laundry and Dry Cleaners.

OVERLAND PARK, KAN.—Duggin's Drive-In Laundry and Dry Cleaning has recently opened for business at 5918 Broadmoor.

TOPEKA, KAN.—The Peacock Laundry and Dry Cleaners has opened a branch at the new Crestview shopping center.

CIMARRON, KAN.—The Cimarron Laundry has moved to a new location on Main Street. A lot of new equipment has been added.

HUTCHINSON, KAN.—A recent fire destroyed the American Laundry. Damage was estimated at about \$100,000. Until the plant can be rebuilt, the business will be carried on through use of the facilities of the Boone Ideal Laundry.



WOODMERE, N. Y.—Bernard W. Eisenberg, owner of the Royal Laundry, announces that the plant will be moved to 1074 Broadway. The owner expects to

spend \$70,000 in remodeling and re-equipping the new plant.

NEW HAVEN, CONN.—As Christmas gift to wounded members of the armed forces in Korea, employees of the Majestic Laundry donated pints of blood. These gifts resulted from a plan of Jerome Gratenstein, an official of the plant. Four other local firms participated in the drive to meet a quota of 2,000 pints. Collection of the blood was handled by the Red Cross, which flew it directly to Korea.

BINGHAMPTON, N. Y.—Joseph Knight has been named manager of Ablove's Linen Supply Co.

WASHINGTON, PA.—New washing equipment has been installed at the Home Laundry.

TEANECK, N. J.—The Township Council recently adopted an ordinance regulating and licensing laundries and drycleaning establishments.

ALBANY, N. Y.—Drivers of the Du Rite Laundry collected more than 1,500 toys for distribution during the recent Christmas holidays.

PROVIDENCE, R. I.—The state department of labor recently completed a survey which revealed that there are approximately 300 laundry and cleaning establishments in the state, employing over 3,000 workers. Linen supply, self-service, and pick-up stores were included in the count.

NEW YORK, N. Y.—Murray Cohen, president of Consolidated Laundries Corporation has been named chairman of the Laundries, Cleaners, and Dyers Committee of the Greater New York Boy Scout Finance Drive.

KENMORE, N. Y.—Lester W. Miller, president of the Dates Laundry Service, has been elected a director of the State Bank of Kenmore.

WAKEFIELD, MASS.—George J. Sheridan, owner of the Cottage Laundry at 89 Albion Street, has announced that the business will be moved to 106 Albion Street, where larger and more modern quarters are available.

FAIRMOUNT, W. VA.—The property of the Barnesville Manufacturing Company has been purchased by the Penn

Overall Supply Company, which will move its headquarters from Clarksburg to Fairmount.

MONTREAL, P. Q.—The Troy Laundry recently celebrated the 5,000th broadcast of "Uncle Troy," a children's program heard over CFCF. The program has been sponsored by the plant for the last 19 years. Its broadcast time has been lengthened from 15 to 25 minutes.



CINCINNATI, OHIO—Fire damage estimated at \$3,500 resulted from someone's failure to turn off an electric iron at the Perfection Laundry Co. on January 10.

CLINTON, ILL.—The Model Paris Laundry has purchased a building at 213 East Main Street and will move its operation to the new site. The building was formerly leased by Morrell Cleaners, who sold their fixtures to the Model Paris plant.

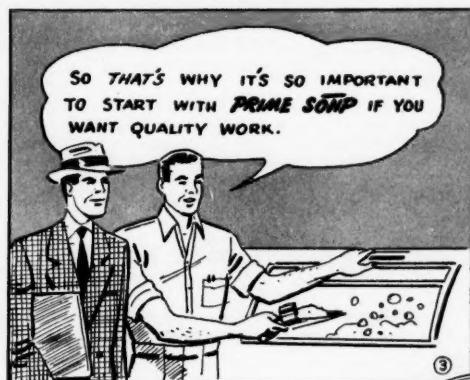
MILFORD, ILL.—Mrs. Thelma Kuhn has purchased the laundry business owned by Henry Hankey on Mansfield Avenue. The plant, which was established two years ago, will be known as the Milford Laundry.

ST. PAUL, MINN.—The Model Launderers and Dry Cleaners and the Capitol Laundering and Dry Cleaning Company have merged. The expanded organization, which will be known as Model Launderers and Cleaners, will operate entirely within the present Model plant.

Henri Foussard, who has been president of Model since 1948, will be president of the new organization. Roger Foussard, executive vice-president of Model since 1948, will continue in that capacity. Lee Pates, owner of Capitol, will be a vice-president.

Both firms have been long established in St. Paul. Model started in 1917 as a

YOU'VE GOT TO START RIGHT TO END RIGHT!



SUDS IN SIGHT...
WASH IS RIGHT



BEACH SOAP COMPANY
Lawrence, Mass.

There's No Simpler Way To Top Quality Washing Than **PRIME SOAP** In The First Suds

PRIME SOAP

CUSTOM-BUILT FOR THE FIRST OPERATION

Pullman railroad laundry under the name of Model Steam Laundry. The business was purchased by the late Louis J. Fousard, who was its president until 1948. Capitol was established in 1902. Mr. Pates started with Capitol the same year, became its manager in 1913, and later its owner and president. Mr. Pates and Louis Foussard were close friends for many years.

ANDERSON, IND.—A new, \$14,000 laundry has been completed at St. John's Hospital.

KANSAS CITY, MO.—About 400 persons attended a recent reception of the Greater Kansas City Dry Cleaning and Laundry Industry.

HAMMOND, IND.—Edwin I. Bruder, manager of the American Home Laundry, has been elected president of the Calumet Institute of Laundering, Inc. The Institute is a trade association of laundries from Lake county.

Other officers are Arthur M. Lebo, vice-president; Ray C. Thomas, executive secretary; and George E. Foley, Sam Weiss, Henry Gonzalez, Robert Chapman, and Glen Slick, directors.

GALLATIN, Mo.—Mr. and Mrs. Glen Day have purchased the American Laundry from Mr. and Mrs. Lee Eads.

HASTINGS, MICH.—The January meeting of the S.M.A.L.L.M. was held on January 11 at the Pennoch Hospital. In addition to a discussion on general laundry problems, H. S. Rohms, Troy Laundry Machinery Div., gave a talk on laundry machinery.



LITTLE ROCK, ARK.—The new officers of the Little Rock Laundry Association are: Martine Funk, president; L. B. Toney, vice-president; Joe Sitlington, treasurer; and John W. Sallis, executive secretary.

MEMPHIS, TENN.—Abe Scharff has advanced to chairman of the board of the Model Laundry-Cleaners, Inc. His son, Jack G. Scharff, has been named president, and continues as secretary-treasurer. Frank Morris, plant superintendent, has been named vice-president in charge of operations, and A. Ward Weldon is in charge of sales.

JACKSONVILLE, FLA.—At its recent annual election, The Jacksonville Laundry and Cleaners Association elected William J. Strahan, Strahan's Laundry, president. Other officers elected were Herman T. O'Steen, Florida Cleaners, vice-president; and R. H. Gilliland, Flagler Laundry, treasurer.

GULFPORT, MISS.—The Tucker Laundry and Cleaners is now operating in an enlarged plant at 3125 25th Avenue. A new laundry department has been added.

LOUISVILLE, KY.—New officers of the Greater Louisville Laundry Owners Association are: E. H. Hollinden, Merit Laundry Co., president; Dan Chitwood, Cherokee Laundry & Cleaners, vice-president; J. Hart Speiden, Perfect Laundry & Dry Cleaners, treasurer; and Wilbur Fields, managing director.



PENDLETON, ORE.—Ed Gallstead, owner of the Troy Laundry, has opened a new drycleaning outlet called Charm Cleaners at a site formerly occupied by Model Cleaners. The Charm operation was started about a year ago as the cleaning department of the Troy Laundry, but its business increased to the point where a separate building was required. The cleaning plant will be operated by Mrs. Gallstead.

PASCO, WASH.—Mr. and Mrs. Thomas McIlraith have sold the U. S. Laundry to Jim Hart and Burdette Fifer. The new owners will continue to operate the business under the same name and with the same personnel.

SPRINGFIELD, ORE.—The Peerless Laundry, operated by John M. Reed and W. L. Gasman, recently opened at 1331 Main Street. Drive-in facilities will be provided.

ASTM COMMITTEE TO MEET

SEVERAL significant technical papers and intensive work on standard specifications and test methods are "on the docket" of Committee D-12 on Soaps and Other Detergents for its meetings on March 19 and 20 at the Hotel Park Sheraton in New York City. This technical committee of the American Society for Testing Materials usually holds only one intensive series of meetings a year.

A number of technical papers by members of the committee or other leaders in this field will be presented during the two-day sessions. Some of the papers are as follows: *Laboratory Performance Test for Detergents Used in Continuous Scouring of Raw Wool*; *A Method of Measuring the Adsorption of Anion Active Agents on Materials Commonly Washed*; *A Film on the Mechanical Effect Produced in Launder-Ometer Jars*; *The Use of Radioactive Tracers in Evaluating Metal Cleaners*.

Prior to the main meeting of the committee on March 20 there will be sessions of the various subcommittees. This ASTM Committee D-12 has its subcommittees arranged according to three main classifications:

1. *Methods of Testing.* This group is concerned with the analysis of soap, synthetic detergents, drycleaning materials, alkaline detergents, metal cleaners; and physical testing.

2. *Specifications.* This group is concerned with soaps, synthetic detergents, drycleaning, and alkaline detergents.

3. *General or Miscellaneous Subjects.* This includes work on nomenclature and definitions.

At the meeting in New York City, the subcommittee on physical testing will hold a round-table discussion on the various wetting evaluation methods.

Committee D-12 has issued some 35 standard specifications and test methods, and a number of proposed methods have been published to elicit criticism. In the latter category are tests for pH of aqueous solutions of soaps and detergents and for foaming properties of surface-active agents.

New tentative specifications issued in 1950 cover Chip or Granular Soap and Solid Soap for Low-Temperature Washing, Low and Medium Titer (ASM D 1111 and D 1112, respectively).

Detailed schedule of the meetings can be procured early in February by writing to the secretary of committee D-12; H. R. Suter, Wyandotte Chemicals Corp., Wyandotte, Mich. J. C. Harris, Monsanto Chemical Co., Dayton, Ohio is the chairman, and Frederick Krassner, U. S. Naval Supply Depot, Brooklyn, N. Y., is the vice-chairman. ●



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Cleaning Section

Sample of drycleaning gift certificate used at Valley Laundry



SURVEY INDICATES SALES STRATEGY

**Fast Curb Service and Credit
Certificates Increase Cleaning
Volume Ratio 18 Percent**

By LON FANALD

CLEANING volume at the Valley Laundry & Dry Cleaners, Harlingen, Texas, has showed a healthy increase because a systematic effort was made to find out what the customers wanted. Twelve months ago Harold McLeod and Jack Barns, Valley owners, completed a 30-day study of their customer control list. In making this study they took every 10th name on their

list of single service customers. The route supervisor called on 10 of these "test" customers each day. During the month approximately 175 calls were made. The purpose was to learn why the customer was sending laundry and not cleaning; or, if only cleaning was coming in, what was happening to the laundry bundles. If laundry or cleaning was going to another plant, the supervisor attempted to find out why.

"As the reports began coming in," McLeod said, "we started to learn something about our customers and a lot more about ourselves."

The majority of families sending in cleaning were having their laundry done in the home. Very few were taking it to self-service stores. In a majority of these cases, however, the shirts were being sent out.

On the other side of the fence, families bringing their laundry to Valley, but not the cleaning, were taking their cleaning to other plants. The reason given for selecting another plant for cleaning, in most cases, was a drive-in facility or better parking.

(An interesting sidelight from the 175 calls was the fact that 21 one-service customers began using both services. The management has not checked to see how many are still bringing both.)

Before the information from all the canvassing was compiled, McLeod and Barns decided to make some changes.

They had bundle inserts and hanger tags printed announcing a car service at the plant. A curb service boy was employed. He was instructed to meet the car before the wheels stopped turning, and was trained in how to greet the customer and accept the bundle. A second man who worked at the counter and in the office was assigned to help with curb service during morning and evening rush hours.

Next, 2,000 merchandising gift certificates were

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SIMPLIFIED SPOTTING CHART			
White Background For Wet Spotting—Black Background For Dry Spotting			
GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts Mulsolite 1 part 26" Ammonia	STOCK M 1 part Cyclo 1 part Solvent 1 part Water (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Walworth Co.)
GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part Mulsolite 1 part GEN'L. FORMULA #209	POWDERED STRIPPER STREEPENE (For whites only)	
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEx (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by General Chemical Co.)	TANNIN FORMULA 1 part Mulsolite 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEx 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICKIN	
GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEx 1 part WATER	OILY TYPE—DRY Straight PYRATEx	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

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ordered; 1,000 of the certificates calling for 50 cents credit on the customer's next laundry order, and 1,000 for 50 cents credit on the next drycleaning order.

A drycleaning certificate was put in each laundry bundle, when there was no accompanying cleaning order. On cleaning which came without a laundry bundle, a laundry certificate was fastened on the shoulder of the bag.

Survey Results

When the survey study was made, volume breakdown at Valley Laundry ran as follows: 22 percent drycleaning, 78 percent laundry. Seventy-one percent of total volume came from the routes, and 29 percent came through the plant office.

The results at the end of one year tell the story. Total volume has increased better than 12 percent. Laundry is accounting for 62 percent and drycleaning 38 percent. The route-store breakdown shows 51 percent cash-and-carry and 49 percent routes.

Of the 2,000 merchandising coupons placed in bundles and on drycleaning bags, 609 were returned to the plant as credit on orders.

There were 55 more drycleaning coupons turned in than laundry coupons.

"We feel," McLeod said, "that the free gift certificate idea was very successful in bringing in drycleaning and in gaining for us some regular drycleaning customers."

"With bachelor bundles and shirts we have shown a fair gain during the past year. But with the family flatwork, the coupons brought practically no new business and no regular customers."

Valley Laundry gives no discount for cash-and-carry. The management feels that the strong increase in this volume is due entirely to the curb service being offered.

"We do not plan to order more gift certificates," McLeod said, "at least not for another year. We are concentrating our efforts on a better job of drycleaning, and faster and more courteous curb service."



Harold McLeod inserts a 50¢ drycleaning gift certificate into finished laundry bundle as total order, when it came in, included no cleaning

"Pre-spotting and the use of more soap and moisture have just about done away with wetcleaning. We have added a man's tailor. We are doing twice the amount of free repair we formerly did. And our paid-for repair and alteration business is showing a strong increase."

"Last year our job was to get the new business. This year we have assigned ourselves the job of holding it, which we hope to do through better quality and stepped up service. Results so far indicate that we are on the right track." ●

FIVE ITEMS FROM COLE'S

Ideas on Using Evening Shifts and Finishing Sport Shirts . . . Plus Some Drycleaning Gadgets

By JOHN J. DUNN

COLE'S Laundry and Cleaners of Grand Rapids, Mich., is one of those plants that contains a wealth of ideas. From the writing viewpoint the problem in these plants is that the ideas usually crop up in widely separated parts of the operation. The only alternative to drafting a series of short articles is to lump the ideas together in a story which is—admittedly—a loose combination of a number of individual subjects. Okay, we admit it.

Burt Cole and Nat Marklevitz report that they are not too worried about an impending labor shortage. The plant is still maintaining part of an evening shift in the laundry and drycleaning departments. During peak seasons some 10 operators work from 5:00 to 11:00 three or four evenings a week in the drycleaning finish-

ing section. Through the war as many as 35 women were employed on this shift.

No cleaning and only a little spotting is done in the evening. The women work mainly on finishing and assembly under the direction of a supervisor who was shifted from the regular day crew. When the system was first introduced, the regular employees were used to help in the training. For the first couple of weeks a skilled operator from each department was assigned to the evening shift during the training period. Management reports that the instruction was simpler than expected, partly because of the high calibre of people available for evening work.

Cole's extra crew is strictly a "housewife shift." Nobody has ever been employed who held a regular day-



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Unit installed in drycleaning department for finishing sport shirts. This two-operator unit turns out an average of 50 pieces per hour

time job. The evening workers receive the same hourly pay as the day crew. The labor turnover is no greater than it is for the rest of the plant. While Cole's now has a rather large reservoir of former evening workers, a help wanted ad in the newspapers always brings out a flood of applications. This was true even when the labor market was tight. If things close down again, the Grand Rapids laundrymen feel that the housewife shift may be a large part of the answer to the industry's labor problem.

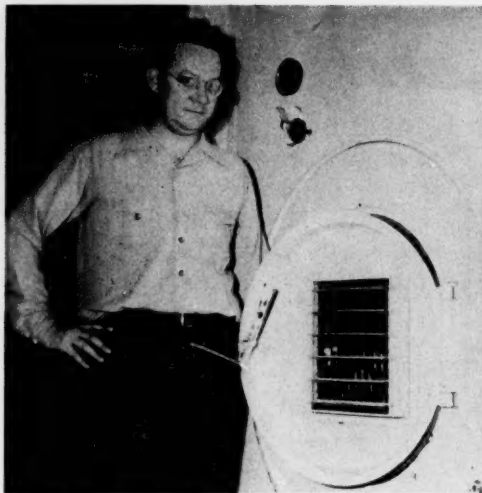
Sport Shirt Finishing

In Cole's drycleaning department sport shirts are finished on a two-operator unit which turns out 50 pieces per hour. The unit consists of a utility topper and a utility mushroom. The operator at the topper handles the first eight lays: the collar, top of the back, two lays on each sleeve and a lay on each cuff for rounding. She places the shirt on a stand between the

(Continued on page 61)



Tray for moving loads from washer to extractor is mounted on wheels. When not in use, tray swings up vertically on center pivot for storage



Nat Marklevitz poses beside hot air register grille placed in doors of drycleaning tumblers. Grille is opened during cool part of the run



Nylon net with zipper opening has been in constant use for five years

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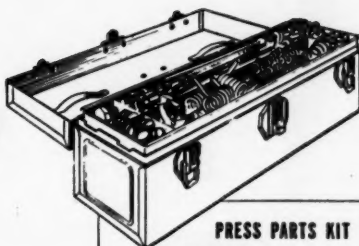
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20 years Troy Manhattan Excelsior Co.	Berkeley, Calif.	24 years Toulouse Laundry	San Francisco, Calif.
21 years Glendale Laundry & Drycleaning Co.	Glendale, Calif.	20 years Torrance Laundry & Drycleaning Co.	Torrance, Calif.
37 years Nu-Way Laundry	Hanford, Calif.	36 years Portland Laundry & Drycleaners	Portland, Ore.
20 years NuWay Laundry & Cleaners	Long Beach, Calif.	20 years Sunshine Laundry	Seattle, Wash.
20 years California Towel Supply Co.	Los Angeles, Calif.	31 years Troy Cascade Laundry	Seattle, Wash.
23 years Royal Laundry & Drycleaning Co.	Pasadena, Calif.	22 years Ideal Laundry Co.	Spokane, Wash.
21 years Royal Laundry Co., Inc.	Riverside, Calif.		

★ Verbatim comments from report of Ross Federal Research Corporation's survey of reading preferences of laundry executives.

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(Continued from page 56)

presses for the other operator who completes the final six lays: two on each side of the front and two on the back. This operator places the finished shirt on a hanger and transfers it to the slick rack.

Gabardines, cottons and wools are finished on the unit, while other materials are hand finished. Mr. Marklevitz feels the division of work on the unit sets up an efficient time balance for both presses. Production at 25 pieces per operator hour is a little better than the output of the sport shirt unit on the laundry side, but he admits that part of this lead is due to the better condition of the pieces reaching the drycleaning unit.

Each of the tumbler doors in the Grand Rapids cleaning department is inset with a grille which may be opened or closed with a flip of a switch. On inquiry we discovered they were hot air furnace register covers purchased from a local hardware store. The grilles are opened during the first and last five-minute cooling periods of the drying run. The plant contends better ventilation is provided when the cool air is drawn directly into the body of the load rather than hitting it from the top and side.

Nets with Zippers

As is common practice with many cleaning departments, Cole's places fancy silks, wedding gowns, curtains and other fragiles in nylon nets during the cleaning and drying cycles. The secret to obtaining full serviceability from nylon nets, Mr. Marklevitz pointed out, is the elimination of the pin usually used to close the top. This is the spot where the severest strain is put on the fabric and the spot that first shows sign of wear.

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The Cole's nylon nets are provided with heavy jacket-type zippers at the top. One of these items is still serviceable after five years of use.

At various places around the country a lot of thought and work has gone into doing things with the trays used for sliding loads from the washers to the extractor. The usual idea is to dream up some way of getting the thing out of the way when not in use. Some of these devices have included ropes, pulleys and counterweights for lifting and lowering the tray. The approach at Cole's is somewhat simpler. The tray is mounted on a wheeled frame and pivoted at the center. When not in use the tray is swung up vertically and wheeled into a corner.

These are five of the items from Cole's, and there are probably more that we didn't have time to catch. ●

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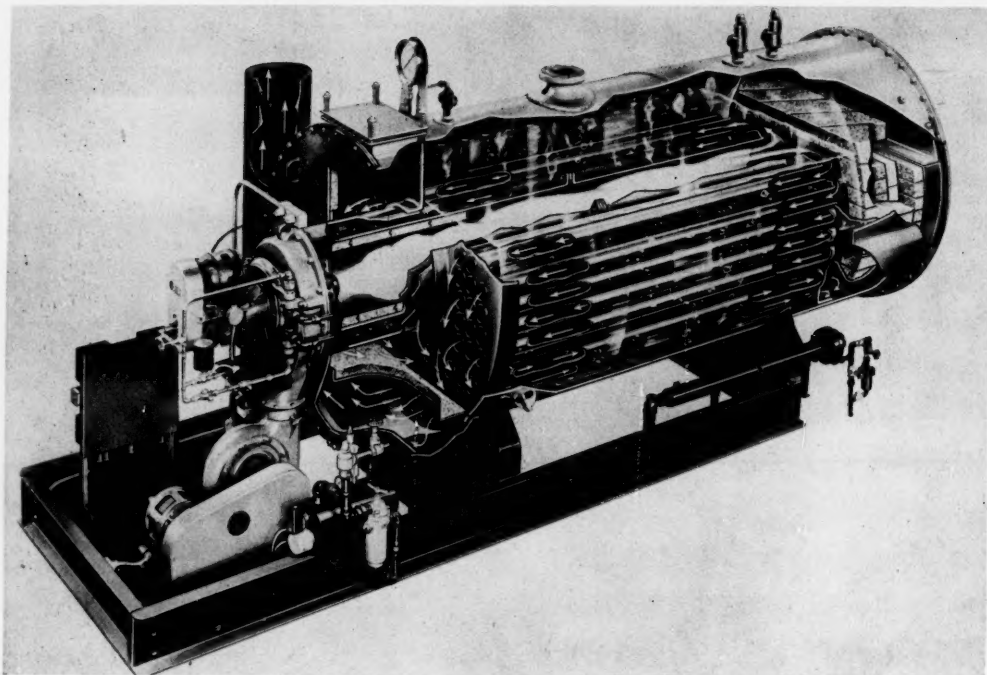


Figure 1. Most popular of the packaged boiler installations has been the compact, unit assembly of the firetube class

PRECAUTIONS FOR USERS OF PACKAGED BOILERS

By JOSEPH C. McQUAY

Consulting Engineer

PACKAGED boilers, particularly since World War II, have found favor in many laundry and drycleaning plants because of the solid advantages offered by installations of this type. The present all-out military preparedness program, however, may cause some of these advantages to boomerang. Let's take a close look at the packaged boiler and see what the advantages are, as well as the drawbacks. Then let's see what steps can be taken to keep the packaged boiler an asset to plant operation.

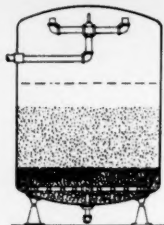
The chief appeal of any packaged boiler, whether

it is a firetube design (Fig. 1), or a watertube (Fig. 2), is that it is a completely self-contained unit. In addition to the boiler it includes firing equipment, draft fans, boiler water feed pumps and automatic controls, usually all mounted on a single base.

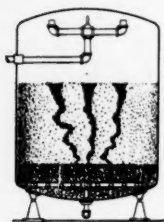
There is no denying that any plant manager welcomes a piece of equipment all set up and ready to go with little or no extra construction headaches. All that are needed are steam, water, fuel and electrical connections.

When you add to these the strong appeal of automatic operation you can see why this class of boiler has be-

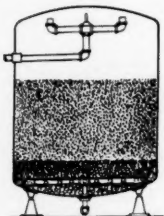
Is your water softener operating in the HIGH COST zone?



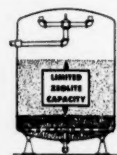
Check for
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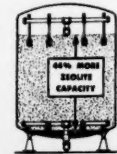
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Check for
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LOSS OF ZEOLITE can cause a big drop in soft water output.

PACKING AND CHANNELING will greatly reduce water softening capacity, cause hard water to leak through the softener and damage the zeolite.

WORN OUT OR DAMAGED ZEOLITE can also cause a big reduction in soft water gallonage.

Any of these troubles necessitate more frequent regeneration with greater salt consumption.

How to make your water softener perform like new
Any lost zeolite should be replaced with new at once. Damaged or worn out zeolite should be completely replaced. Packing and channeling can be remedied by loosening up the zeolite and providing the backwash rate required to properly cleanse and agitate the zeolite so that packing will not recur.

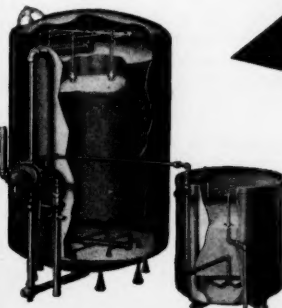
Your Elgin representative will be glad to check your softener and show you how to make it perform like new. With all types of zeolite to choose from, he can provide the kind you need. Whatever the type, you may be sure it will give maximum capacity and years of efficient service.

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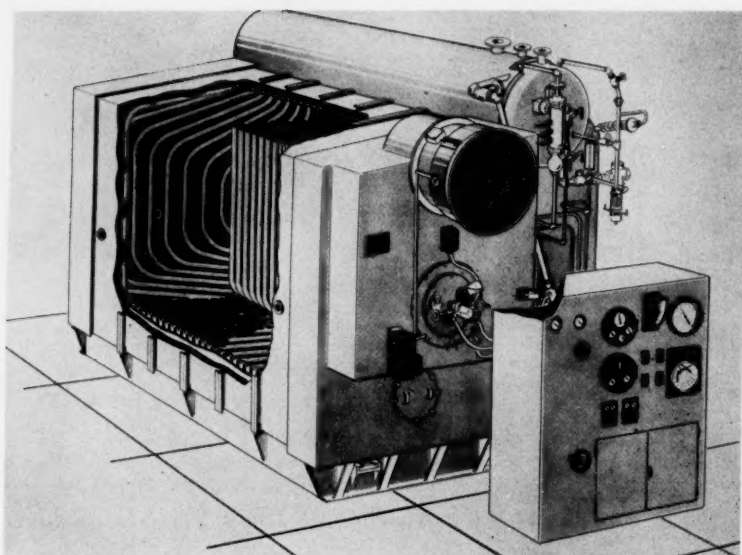


Figure 2. Standardized designs in water-tube boilers provides the advantages of the packaged boiler for larger steam loads

come so important in laundry and drycleaning power plants.

Fuel Problems

What can happen to spoil such a sweet setup? There are two major threats—fuel supply and maintenance. Most of these packaged boilers are oil-fired because firing equipment for this fuel fits in very well with standardized boiler designs. And this is particularly true for the firetube designs, Fig. 1. But right here you run into complications.

When the packaged boiler made its debut, fuel oil was fairly plentiful. Many of the earlier types had a domestic-type oil burner fit only for light oil, No. 1 to No. 3. There was some good sound reasoning behind this. The light oil needed no pretreatment. It could be pulled right into the burner and fired. The packaged boiler was complete in itself.

Just recently as 1948 everybody in the power game came face to face with the threat of an oil shortage. A lot of forward thinking plant operators took steps to get some freedom of action in oil selection. Those steps hold good today.

They converted their boilers to fire a heavier grade of oil (No. 5 or 6), the grade often called Bunker C. This heavy oil actually has many advantages of its own. The most important is, of course, that it costs less. Then too, its B.t.u. content is higher. This means that for every gallon burned, more heat is released within the boiler furnace for making steam.

Still another advantage, particularly now, is that there is more heavy oil available than light. The domestic burners can't handle the heavier oils which means that they don't compete for this grade of oil. In case of a temporary oil scarcity the heavy oil burner is less likely to be affected.

What is involved in converting your boiler to fire a heavier oil? The burner itself may have to be changed. Your manufacturer can very readily supply this information. But, in addition, you have to put in an oil preheater. The reason is that the viscosity of your

Bunker C oil, when delivered, is nowhere near where it should be for easy, complete firing. Fig. 3 shows the relationship between temperature and viscosity and also the difficulties you can run into at viscosities above or below the desired range for your burner.

The exact temperature to produce a desired viscosity depends on the fuel oil burner's atomizing method. For mechanical atomizing burners the recommended viscosity is 150 s.s.u. at 100 F. Further, the grade of fuel oil affects the temperature at which this viscosity is reached. The U. S. Navy rule is 125 F. plus the Saybolt Furol viscosity at 122 F. Rotary cup burners handle oils of viscosities up to 300 s.s.u. while steam or air atomizing burners permit an even wider range.

This correction of viscosity by preheating can be done in two stages: (1) a heater in the oil storage tank to raise the viscosity to where the oil pumps easily, and (2) an electric or steam preheater to connect ahead of the burner.

(Continued on page 66)

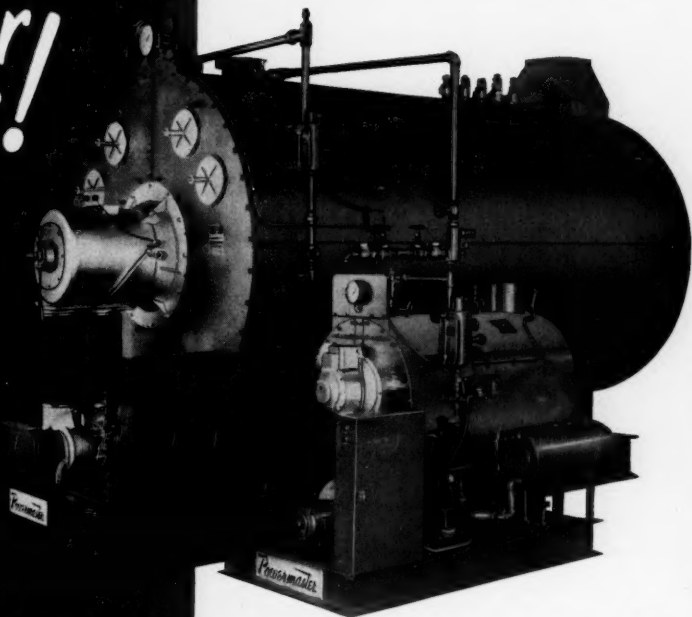


"Sure, I've got a ladder. But I had to make a job for my wife's brother!"

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*at lower
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Mounted on steel base -- no bricking required
Automatic operation frees engineer for other duties
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Thousands of Powermaster users throughout the world are reducing operating costs as much as 40%. These fully automatic steam generators and hot water boiler units reduce fuel costs substantially—save man-hours daily—cut maintenance time to a minimum. All Powermaster components are carefully sized to coordinate most efficiently as a packaged unit, and you can be sure of safe, smokefree operation at all times. Write today for complete information on a Powermaster unit for your specific needs, or send coupon below for latest bulletin describing all units.

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(Continued from page 64)

What else can be done? In almost all oil-fired packaged boilers, gas can be introduced as a second, completely independent fuel. With the spread of natural gas to more sections of the country, this alternate fuel arrangement is an attractive form of fuel insurance. There are a number of burners on the market that can handle either gas or oil and, in some instances, a combination of both.

The watertube type of packaged boiler, Fig. 2, usually has much greater furnace volume than the firetube. Its operating range is also much greater since the firetube is generally limited to 200 p.s.i. pressure and about 12,000 pounds of steam per hour. The watertube unit can run from 7,000 pounds per hour up to 60,000, and deliver steam pressures up to 500 p.s.i.

Mostly because they are built with larger furnace volumes, the packaged watertube boiler can successfully fire coal. If the original design has coal-burning equipment the owner is relatively free of serious fuel shortage headaches. He can fire gas or oil readily in the same unit.

With such a design the operator can fire whatever fuel offers the best price advantage. In some industrial the fuel bill often equals the cost of the entire boiler installation within two years.

However, many boiler manufacturers offer a choice of two standard furnace designs for packaged watertube boilers, one for oil or gas, a second for coal, oil or gas. If your boiler is of the first type, then your only step towards fuel flexibility is to put in the second fuel, gas or oil, whichever is the case.

Maintenance Headaches

All too often the packaged boiler operator figures that as he has a fully automatic installation, it can be forgotten. It may work automatically, but it won't maintain itself that way. Many firetube boilers, particularly, are difficult to maintain, mostly because of the very close relationship between furnace, tubes and water space. One manufacturer has put a hinged-back construction on the rear of his packaged boiler designs so that the entire rear chamber swings back, laying open the rear tube sheet for inspection and maintenance.

Since the waterside of this class of packaged boiler offers the biggest maintenance problem, it is wise to test the water. Remove any and all scale or sediment

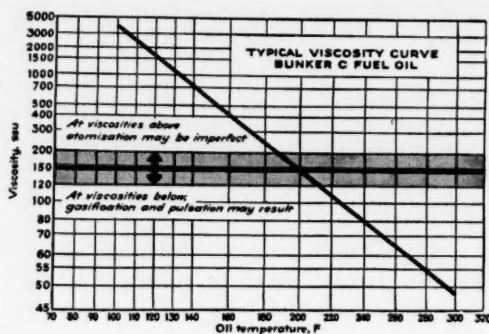


Figure 3. Viscosity-temperature relation for Bunker C oil. Shaded area indicates recommended operating range for mechanical atomizing burners

as frequently as practicable. In fact, if this scale or sediment runs heavy, get a water consultant to set up a water treatment program for you. It will pay.

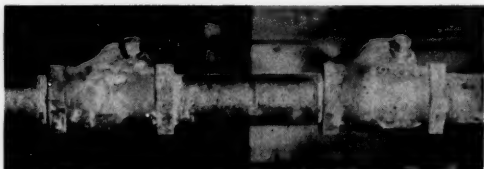
Whether you have a firetube or a watertube boiler you should keep a constant check on your firing equipment. See that all supply lines are kept clean. Oil burner troubles often start here. Sludge or sediment builds up in the tanks and finally carries out into the lines. Strainers in good working condition will guard against this problem.

Any troubles in coal feed show up quickly. The chief thing to watch out for here is that the coal is the right size for your firing equipment. Next, be certain that it is fed uniformly so that the very fine particles don't segregate. If they do your furnace grates will burn out and your boiler will smoke.

In any event, if the average packaged boiler operator considers these two major threats—fuel and maintenance—and takes steps to meet them, the average boiler will handle its load through any strain in the nation's economy. ●

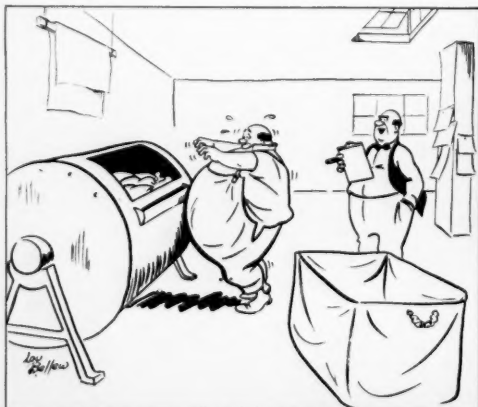
DOUBLE VALVES ELIMINATE WEAR

ON the feed line where water is fed back to the boiler, Herbert Lawson, plant engineer at Parisian Laundry, Fulton, Ky., had one check valve. Foreign matter worked in under the seat causing excessive wear and Lawson had to change the valve on an average of every 90 days.



To overcome this he installed two check valves in the line. When the pump is running they are both open. When the pump stops they both close. If foreign matter works in under the seat of either valve it leaves the one valve open, but the other valve will catch and close and there is no wear on either valve.

With the double valve installation, Engineer Lawson has not had to change a valve in the past year and a half. ●



"Late! for sozzie reason, you're taking much longer to unload your washers, Ernest!"

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Armstrong Traps are noted steam savers, too. Fuel savings of 10% to 33 1/3% are common. You couldn't make a better investment than in the traps that are sold on a "satisfaction or your money back" basis.

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30-35% INCREASE IN PLANT efficiency since installing Armstrong Steam Traps.—Peabody Steam Laundry, Peabody, Mass.

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HOW TO KEEP OPERATING WITH EQUIPMENT SHORTAGES

By J. G. BERGER, M.E.,

Engineering Editor

EQUIPMENT, materials, supplies, etc., until very recently, were easy to obtain. Now we are heading into another period of shortages because of the war emergency. Boilers, pumps, motors, piping, and wiring are just a few of the items which are likely to become very scarce. Nevertheless, you've got to keep the plant operating, and to do it you must make your present installation last as long as possible.

There are many laundries whose power plant equipment is almost ready to fall apart because it should have been replaced several years ago. Yet that equipment must be kept in operation for several years to come—until some time after the hot or cold war is won and production catches up to the demand for boilers, engines, generators, motors, hot water heaters, condensate return systems, and other devices.

What can be done to make the old equipment last through the duration and a year or two thereafter? Here are a few practical suggestions based on experience in laundries.

Hot Water Heaters

A hot water heater in a laundry-drycleaning plant recently became so thin, due to rusting, that it started

to leak badly. An examination indicated that a new tank was needed, but none could be obtained. Therefore, the tank was welded and the interior was coated with a lining cement. As the interior of the tank was thoroughly cleaned before applying the cement, the new coating should last for about two years.

By subsequent replacements of the lining cement when it becomes worn out from the effects of the hot water, this steel tank should last until the laundry can replace it.

If leaks develop in the copper coils, the useful life of the coils may be prolonged by soldering, brazing, or other methods.

Boilers

In most plants the boiler is the heart of the laundry. If the boiler breaks down, so does the plant. There are 10 important points to remember if you want to keep that boiler operating efficiently. Here is a check list. Check off each item that your chief takes care of now, and let him arrange a schedule for periodic check-up of the rest.

1. If any leaks develop, have a boilermaker caulk or weld (or do whatever may be necessary) promptly

REVOLUTIONARY

THE JOHNSON High Temperature BOILER FEED SYSTEM

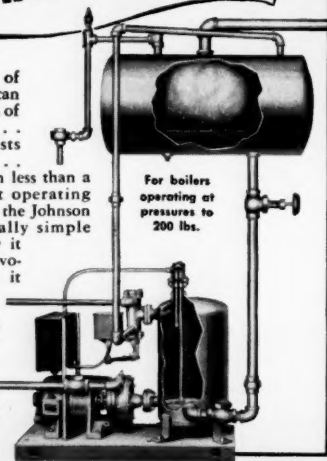
Imagine a system of boiler feeding that can achieve fuel savings of 20% and more . . . slash pumping costs as much as 60% . . . save its own cost in less than a year! That's what operating records show about the Johnson System. It's basically simple and sound in how it works, yet truly revolutionary in what it accomplishes. Engineered and serviced by a nationwide organization.

Don't fail to write for the facts. Better yet, let us survey your needs without obligation.



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For boilers
operating at
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200 lbs.



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Exposed side-wall water tubes add to the steaming capacity of the Economic while they reduce refractory maintenance to the vanishing point. Side wall water cooling greatly extends the range of economical operation previously possible with ordinary fire tube boilers. It is designed to get the most from any mechanical firing method. Write for catalog SB-34.

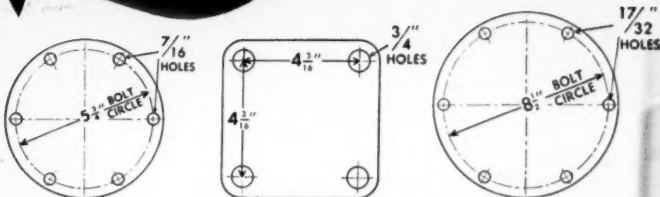
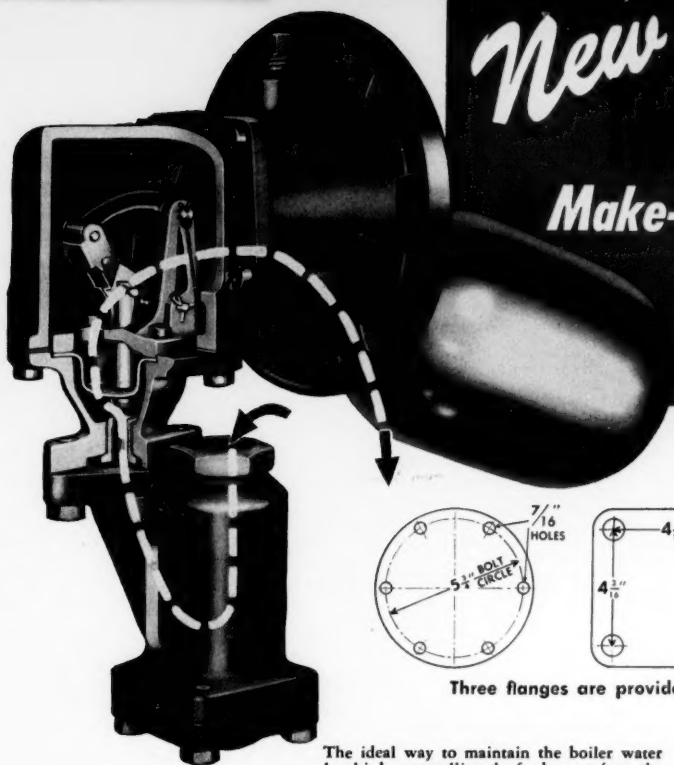
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New

Make-up Water Feeder for Receiving Tanks



Three flanges are provided to meet all conditions.

Drawing below shows boiler controlled by McDonnell No. 150 or 157 Low Water Cut-off, pump control and alarm with No. 21 make-up feeder on receiving tank.

No. 150 or 157 starts and stops pump as dictated by changes in boiler water level. If boiler is automatically fired, circuits from switches on No. 150 or 157 provide low water fuel cut-off and low water alarm. No. 21 maintains minimum water supply in receiving tank for feed pump to draw upon.

This method provides protection from low water and assures dollar-saving efficiency by holding boiler water level within recommended close limits.

The ideal way to maintain the boiler water level is by controlling the feed-pump from the boiler water level itself by a control such as the McDonnell No. 150 or 157 as shown in the diagram below. To properly carry out this method it is, of course, necessary to equip the receiving tank with an automatic water feeder which will maintain a minimum level in the tank at all times by providing make-up water whenever necessary to supplement the returned condensate.

The New McDonnell No. 21 Make-up Water Feeder illustrated above was especially designed for this service. Mounted directly on the receiving tank as diagrammed, it feeds water directly into the tank as indicated by the arrows in the illustration.

Here is a generously built, heavy-duty feeder that will handle this job supremely

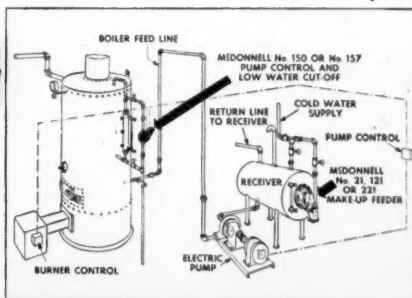
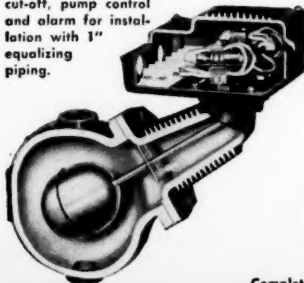
well. The McDonnell cam-and-roller straight-thrust valve design provides drip-tight closure against supply pressure up to 150 lbs.—extremely important in this application. Valve, cone and seat are stainless steel, protected by a large built-in strainer. Feeding capacity is sufficient to take care of make-up requirements of large boilers. A typical refinement is a provision for blocking the float in "down" position during shipment to avoid all possibility of injury to working parts.

Notice that the No. 21 flange is the same size as that of the most popular makes of float switches and that two other sizes and patterns are available as shown in the drawings above. A complete system employing the No. 21 is described opposite. Ask for new bulletin L-79 containing complete information.

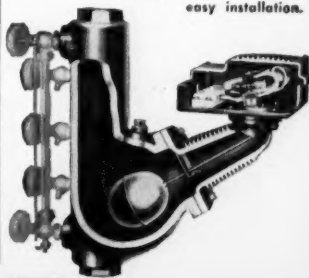
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Doing One Thing Well

No. 150 Low water cut-off, pump control and alarm for installation with 1" equalizing piping.



No. 157 — same as No. 150 but in water column form for easy installation.



Complete system of boiler water level control for boilers up to 150 lbs. pressure.

MCDONNELL

Boiler Water Control

What the C-B System of Condensate Drainage Control has done for others!

**ONE LAUNDRY
INCREASED
PRODUCTION
30%-40%**

Steam is generated at 120 psi by a 300-hp oil-fired boiler. A C-B System was installed in 1937 to prevent the condensate heat loss inherent in the open return system. As a typical example of the production advantage, shirt finishers designed to press 100 shirts an hour can handle up to 140 shirts an hour. Steady rates of 130 shirts an hour can be maintained on each machine without reruns.

In addition condensate is now returned at 90 psi (331°F) instead of atmospheric pressure (about 210°F). This corresponds to 11% fuel saving.

**ANOTHER
LAUNDRY
SAVED 25% IN
FUEL**

A St. Louis laundry, faced in 1946 with the problem of installing more boiler capacity to supplement present 100-hp boiler purchased a C-B System. In spite of additional laundry equipment installed, fuel savings amounted to 25%. Presses, dryers, and ironers are much hotter with same steam pressure and no new boiler was required.

**LAUNDRY IN
JERSEY CITY
SAVED \$84,000
IN 14 YEARS**

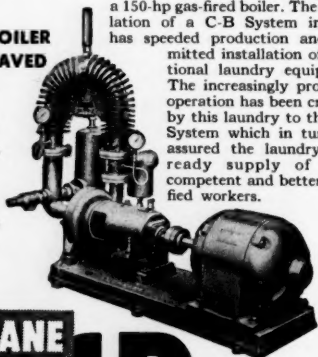
Two C-B Systems were installed here in one of the largest laundries in the world about fourteen years ago. These two units have given satisfactory trouble-free service requiring only the replacement of one shaft in all that time. The equipment is operated on an average of 12 hours a day six days a week with average annual fuel savings of \$6,000.

**GEORGIA
LAUNDRY
INCREASED-BOILER
CAPACITY—SAVED
10% IN FUEL**

This 32-year-old laundry operates a 150-hp gas-fired boiler. The installation of a C-B System in 1946 has speeded production and permitted installation of additional laundry equipment. The increasingly profitable operation has been credited by this laundry to the C-B System which in turn has assured the laundry of a ready supply of more competent and better satisfied workers.

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**SYSTEM OF CONDENSATE
DRAINAGE CONTROL**

in order to stop the leaks in a manner approved by your insurance company and in accordance with your state laws.

2. If the boiler shows an accumulation of soot on the fire side, either install soot blowers (if you can obtain them) or punch the tubes with a brush (if yours is an HRT boiler). If you have a water-tube boiler, clean the tubes with a steam or air lance.

3. Keep the interior metal of the boiler clean and free from scale by the intelligent use of a compound or chemicals designed expressly to do this job. Keeping scale to a minimum and removing soot periodically protects and prolongs the life of the boiler. It also saves fuel.

4. Make certain that, when keeping the metal surfaces clean, you do not have too much oxygen in the boiler water, as this causes pitting of the metal. This may be overcome either by using a deaerating feed-water heater, or by adding oxygen-absorbing chemicals (sodium sulphite, for example) to the feedwater treatment.

5. If you have a metal chimney, it should be kept painted on the outside to prevent loss by rusting.

6. It has been found that if the boiler brickwork is coated every six months with a heavy batter of high temperature cement, you will materially prolong the life of the brickwork. After first scraping the brickwork with a wire brush, apply the batter with a whitewash brush. There are, of course, many compounds on the market which may be applied to both new and old brickwork. Some of these contain carborundum, which has the advantage of preventing clinkers from sticking to the brickwork, if coal fuel is used.

7. Where boilers are overloaded to the point that the brickwork is taking punishment, it is advisable to make repairs periodically with either new brick or plastic to avoid complete deterioration of the setting job.

8. Blow-down lines in the boiler are usually covered with a special tile, a brick pier, or asbestos rope. These break down from time to time. Keep them repaired to avoid burning off the line.

9. Firing equipment, whether for coal, fuel oil, natural gas, or wood refuse, should be checked carefully and frequently to see that it is not abused. You may have considerable difficulty in getting repair parts and replacements even for such simple items as grate bars.

Clean your fuel-burning equipment and grates more often than you have in the past to make certain that everything is in the best possible operating condition.

10. Main boiler valves, blow-down valves, drip connections (and, in fact, everything connected with the boiler) should be checked carefully and guarded against abuse in order to insure long life. Valve fittings are extremely difficult to obtain.

Heat Reclaimers

This dirt-catching, money-saver for the laundry needs to be washed periodically with a hose to keep it efficient. All parts should be checked for wear so that repairs may be made before the breakdown comes. Welding, brazing, or metal spraying are all available for this maintenance job.

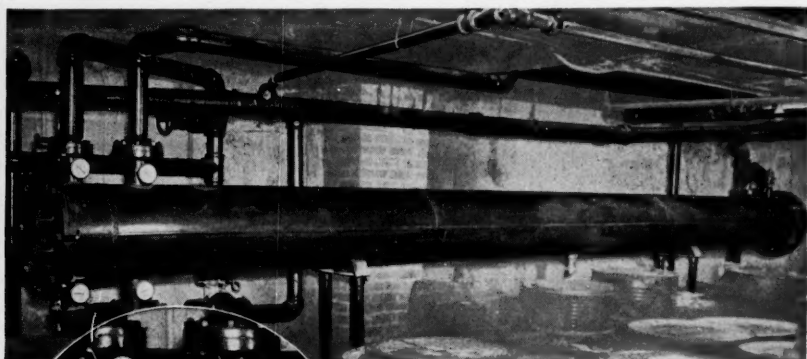
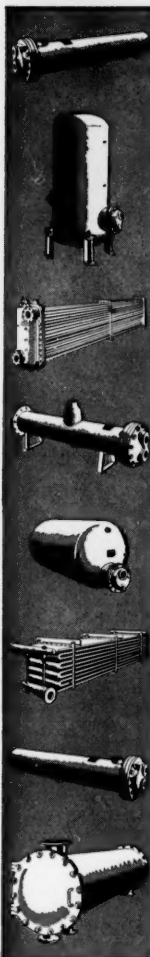
Traps and Valves

Examine these internally at regular intervals and replace worn parts before these necessary devices lay down on the job. This applies not only to the ordinary globe and gate valves; it is equally important to examine reducing valves, check valves, and thermostatic valves. Parts are more easily obtainable than new valves and traps.

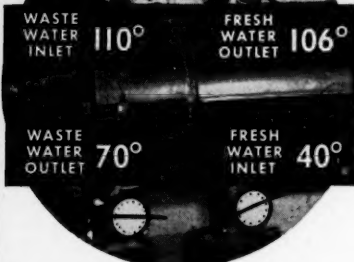
(Continued on page 72)



URNS WASTE INTO DOLLARS



Many laundries have found that savings in fuel alone pay for the cost of a p-k Reclaimer within 1 to 2 years.



Fresh water is heated to within 4 deg. F. of the waste water temperature and saves 1/2 of the fuel bill.



7556

For example, this p-k Waste Water Heat Reclaimer was installed at Brown's Laundry, Allentown, Penna. Management's expectations were high, but were exceeded by results! Fresh cold water was heated—without cost—from 40 to 106 deg. with waste water temperature at 110 deg.

By using a closed p-k waste heat reclaimer, this laundry was able to:

- 1) Have ample hot water at all times even during peak load periods.
- 2) Add additional steam heated equipment and stay within their rated boiler capacity.
- 3) Use a cheaper grade of fuel.

Reclaim those dollars down the drain . . . Write for the p-k catalog and find out how a Heat Reclaimer can help you cut costs and contribute to a more profitable operation.

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engineers are available without cost or obligation to survey your plant and recommend equipment best suited to your individual requirements

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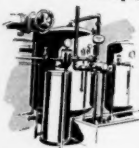
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While you are thinking of modernizing your present softener, consider converting it to automatic controls. An automatic supply of clear, soft water can save you costly man-hours of labor and maintenance.

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All-welded Portable with fire-box for refractory lining and fuel-conserving 2-pass tubes. A Qu-i-c-k Steamer.

6 sizes, 50 to 150 H.P., 125 and 150 lbs. W.P.

80 Years Boilermakers

WRITE Dept. 80-82 for 6" scale with pipe diameter markings.

Kewanee Boiler Corporation
KEWANEE, ILLINOIS
Division of American Heater & Standard Steaming Corporation

(Continued from page 70)

Pipe and Fittings

Leaks may be temporarily stopped by pipe clamps. Leaky threads can be welded. In some cases it is possible to replace a leaky section of a pipe, if the rest of it is good, by cutting off the bad part and inserting a new section, using a union to close the line.

Pipe leaks frequently are caused by an excess of oxygen in the steam, or in the water in the return lines. This oxygen pits the pipe, producing round holes. To stop these oxygen leaks, treat your boiler feedwater with any of the oxygen-absorbing chemicals available, such as ferrous salts, sodium sulphite, etc.

Engine-generator Sets

In plants which generate their own current, the engine-generator set is next to the boiler in importance, as it produces the electricity needed to turn the laundry machinery, and its exhaust steam heats the water in the hot water heater. The nine precautions which follow will be extremely important in the period ahead. These measures also apply to laundries in which a steam engine operates the washroom (and possibly other machinery) directly through line shafting.

1. "Indicate" your engine, or have some competent person do it for you. From the cards you can determine the leaks, wear, and the chance for breakdown of the unit. Take immediate steps to correct any weaknesses.
2. The cards may show a leakage between the exhaust and steam valves of the engine, which will increase the steam consumption and make the engine pound. This may be easily corrected.
3. The cards may show improper setting of the valves, which also causes greater steam consumption than necessary, and a knock or pound. Frequently it causes the engine to labor when carrying the load.
4. In some plants there are engines in which either the head or crank end hogs the load—another condition which results in inefficiency and loss of steam to the roof.
5. Examine cross-heads, crankshafts, main bearings, pistons, interior of the cylinders, wiring of the generator, brushes, etc. Determine whether any of the repairs indicated are too complicated for your own operating engineer to handle. If they are, use the services of a competent outside consultant.
6. If the main bearing is worn, re-babbitting may be necessary.
7. If the rings are in bad shape, or if the cylinder is out-of-round, it may be advisable to have some engineering concern do some work which will give you better

WHY THIS BIG IRONER GETS *HOTTER, SOONER*

There are 9 reasons—the 9 Yarway Impulse Steam Traps draining the 8-roll Hoffman installation in the all-Yarway-equipped laundry at Temple University Hospital, Philadelphia. The other Yarways are on tumblers, presses, water heater, etc.

In laundries and cleaning plants—as in all plants using steam equipment—profitable operation depends on equipment getting hot *quickly*, and *keeping continuously* at peak temperature for the full operating period.

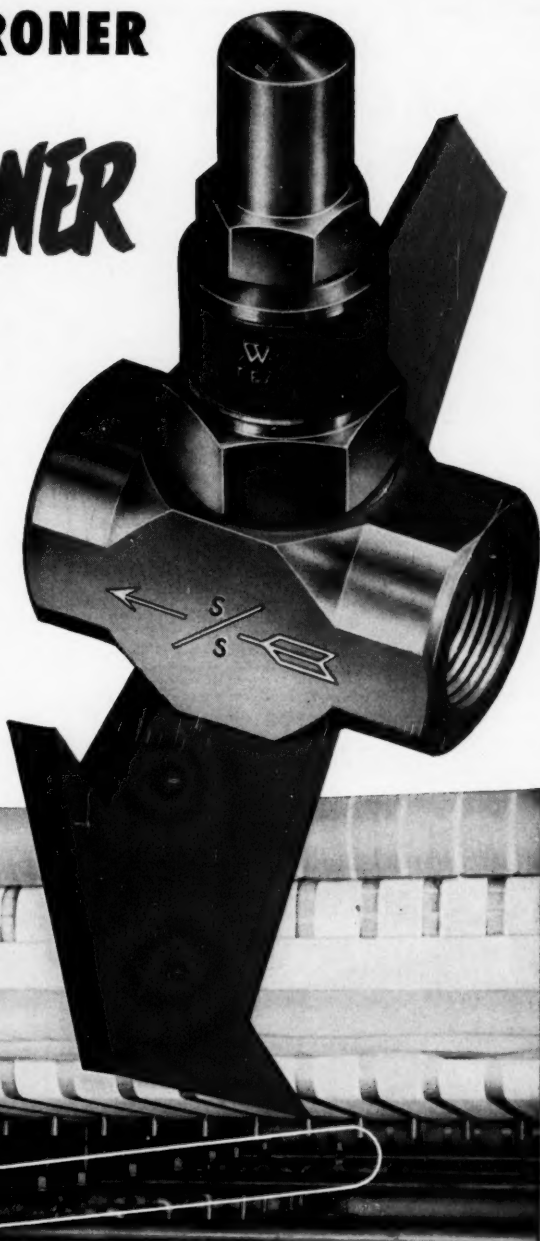
Yarways do this by opening wide during heating-up period to discharge air and condensate *fast*. Then, when peak temperature is reached, the trap discharges heat-retarding condensate as it forms instead of waiting for quantities to accumulate. Result—maximum temperature . . . maximum operating profits!

Other Yarway features—only one moving part (a little valve), low maintenance, easy installation, low cost. More than 650,000 have already been installed.

Yarways are sold by more than 200 distributors in the United States and other countries.

Install a Yarway on free trial in your plant. See your nearest distributor, or write to . . .

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for Every Plant
Use

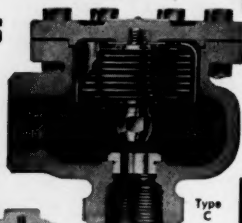
Type A



Type AHV



Type AU



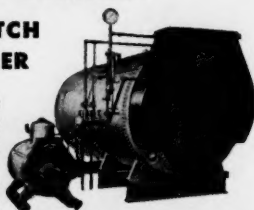
Type C

Because they drain completely when cold, these four types of Nicholson steam traps are positively freeze-proof. Can be freely installed outdoors. Universally recommended for use in lines which need not be in continuous use during cold weather because their 2 to 6 times average drainage capacity results in minimum heat-up time. The non-air-binding feature of Nicholson traps also notably facilitates steam transfer in severe weather. Size $\frac{1}{4}$ " to 2"; press. to 225 lbs. Nicholson traps are enabling many operators to heat up ironers, presses and dryers in 15 min. BULLETIN 450.

W. H. NICHOLSON & CO. 185 OREGON ST.
WILKES-BARRE, PA.
Valves ★ Traps ★ Steam Specialties

A Boiler WITH ECONOMY A LEFFEL SCOTCH BOILER

Users of self-contained, compact Leffel boilers report fuel savings of from 20 to 40 percent. 17 sizes, 6 to 250 actual horsepower. Sturdy construction permits substantial overloading with safety. Designed to burn COAL, GAS or OIL; easily converted from one fuel to another. There is an efficient Leffel Scotch type boiler, easy to install, ready to go to work in your laundry plant . . . today!



Write for descriptive catalog

The James Leffel & Co.

DEPT. 5

SPRINGFIELD, OHIO

operation, cut your operating cost, and prolong the life of the unit.

8. If the insulation on the generator is becoming brittle and the megohmmeter shows that your resistance to ground and between phases is too low, treatment with insulating varnish may prevent a shut-down.

9. Your operating engineer is aware of innumerable minor defects. After he checks the engine generator set in all respects, an outside check-up may still be advisable. Between the two, you will learn everything that needs to be done to assure operation of the engine-generator set for the duration of the present emergency.

A laundry in Pennsylvania had a four-valve unit in which the valves leaked badly because the rotating parts had become very worn. Instead of having new valves made up, metal was sprayed on the worn parts. The valves were then ground down to size and the repair was made. This was done long before the present shortage of materials. Today, metal spraying is a panacea for many problems confronting the laundry which cannot obtain replacement parts.

Electric Motors

To keep these useful energizers of machinery in operation, the following steps are recommended:

1. At least once a year varnish or paint the windings with special material available for that purpose.

2. Check all connections. Loose connections heat up, burn off, dry out the insulation, and deteriorate the equipment.

3. If the motors have commutators or slip rings, keep them clean by wiping them with a lint-free rag. If the surfaces are rough, smooth them with sandpaper (do not use emery cloth or other metallic abrasives). Vaseline or similar petroleum grease may be used sparingly on these surfaces.

The precautionary measures listed may, at first glance, seem to entail a great deal of time and work. But preventive maintenance of this type is going to be essential in the days ahead. The time and cost it requires are insignificant compared to the expenses which must be faced if the plant is forced to shut down through negligence which should have been avoided. ●

LCATA DIRECTOR NAMED

THE boards of directors of the LCATA and L&DC-MMA have announced that Ray Anthony has been elected to fill the unexpired term of the late George G. Rups. Mr. Anthony is assistant general sales manager of The American Laundry Machinery Company, Cincinnati, Ohio. ●

*All This
AND
MORE*

*with a
KISCO-BILT
Return-To
Boiler
SYSTEM*

Reclaims Both High
and Low Pressure
Condensation

Pre-Heats Boiler Make
Up Water With Heat
That is Wasted

Keeps Boiler Water
Level and Steam Space
Constantly Uniform

Operates Automatically
and Requires no Steam
for its Operation

Write for
Catalog
RRS-2

**Kisco Boiler &
Engineering Co.**

204 DEKALB ST.
ST. LOUIS 4, MO.

It's time we got working mad!



As we listen to the latest insults from Moscow, we're likely to get fighting mad.

Instead, we'd better use our heads and get *working* mad.

It is clear by now that Stalin and his gang respect just one thing—strength. Behind the Iron Curtain they've been building a huge fighting machine while we were reducing ours. Now we must rebuild our defenses—*fast*.

As things stand today, there is just *one* way to prevent World War III. That is to re-arm—to become strong—and to stay that way!

This calls for better productivity all along the line. Not just in making guns, tanks and planes, but in turning out civilian goods, too.

Arms must come first. But we must produce arms *at the same time* we produce civilian goods.

We can do this double job if we all work together to turn out more for every hour we work—if we use our ingenuity to step up productivity.

All of us must now make sacrifices for the common good. But we're working for the biggest reward of all—*peace with freedom!*

THE BETTER WE PRODUCE THE STRONGER WE GROW

FOR A FREE COPY OF "THE MIRACLE OF AMERICA"

MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., Dept. B.P., 25 West 45th Street, New York 19, N. Y.

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The STARCHROOM LAUNDRY JOURNAL

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NEWS NOTES

from the ALLIED TRADES

American Suggestion Contest Winners

Five men recently received awards at the Cincinnati, Ohio, plant of The American Laundry Machinery Company for the best suggestions submitted, and the most accepted suggestions during the year 1950, in the annual suggestion contest there.



Left to right: Letcher Dennison; Homer Ringsby; Joseph Roling; Harry W. Knox, Cincinnati factory manager; Andrew Hargis; and John Rosselot

Joseph Roling, Madeira, Ohio, received 1st Grand Award for the best suggestion submitted, and for the fourth consecutive year took top honors for the most accepted suggestions. His prize-winning suggestion dealt with the construction of the chain guards for the Cascade Unloading Washer which the company manufactures. Roling's 235 accepted suggestions for 1950, besides earning him 1st place in the contest, ran his four-year total to 1,021. Company officials believe this to be a national record for a contest of this type.

Second Grand Award went to Andrew Hargis, Norwood, Ohio. His suggestion was for a redesigned lint screen for the company's Zone-Air Drying Tumbler.

John Rosselot, Cincinnati, Ohio, received 3rd Grand Award for his suggestion dealing with the construction of the gudgeon of the Cascade washer.

Fourth Grand Award went to Homer Ringsby, Cincinnati, Ohio, for his suggestion to simplify production control charts and sheets.

The 2nd Place Award in the most accepted suggestion contest was taken by another repeat performer, Letcher Dennison, Blanchester, Ohio, who garnered the same prize in 1949. He had 86 suggestions accepted.

All winners, in addition to their prizes, received cash awards for each suggestion accepted, based on its value to the company. Presentations were made by Harry W. Knox, manager of the Norwood plant.

The contest, originated in 1929, drew over 2,300 suggestions for 1950, approximately one third of which were accepted and used. Selections for awards were made by a factory suggestion committee. ●

Wyandotte-Carman Clinic

Thirty-seven representatives of Carman-New York and Wyandotte Chemicals recently held a two-day sales-service clinic at the Abbey Hotel in New York.

The latest developments in washing procedures, new organic detergents containing CMC and linen conservation received the major share of attention.



The clinic was conducted by W. B. Appleby, manager of market development for Wyandotte Chemicals, assisted by A. J. Bettleheim, Wyandotte's New York manager, and Howard Hastedt of Wyandotte's technical service department. The entire Carman force was present, including J. R. Conley, assistant to the president; Frank Largenton, secretary and branch manager; Guy Marrocco, director of research; and Emil A. Moll, vice-president. ●

Huron 1950 Sales Meeting

The annual sales meeting of the Huron Milling Company was held in New York City on December 11. All of the firm's sales and servicemen attended.



Sessions and discussions centered around problems involving starch and its use. Particular emphasis was placed on the importance of the sales force making its services available to laundryowners, in connection with starching and sizing problems. These services, stated Huron, will help laundrymen to speed production and still maintain quality.

Huron's modern plant is located at Harbor Beach, Michigan, where the firm has been manufacturing special starches for over 60 years. Old timers will probably remember their Velvet Wheat Starch and Perfection Corn Starch which were first introduced to the trade in the early 1890s. Since 1918 Huron's leading brands have been Velvet Rainbow and Wheatex.

While recognizing the many problems with which all business will be confronted in the months to come, Huron is "optimistic about the future of the laundry industry," because of the essential service it renders the public and still great undeveloped potential market for it. ●

Allegheny Ludlum Promotions

A series of promotions in the sales department of Allegheny Ludlum Steel Corporation has been announced by Russell M. Allen, vice-president in charge of sales.

Dr. R. A. Lincoln has been appointed manager of the sales development and engineering service department. Dr. Lincoln previously has been assistant manager. He succeeds William B. Pierce who, on January 1, 1951, was appointed technical director of the company.

C. R. Mitchell, formerly assistant to the manager of

BIG NET PROFITS

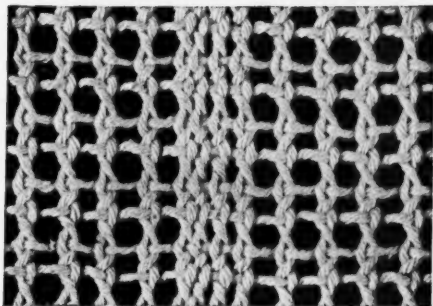
start with
Callaway
"Rockweave"
Cotton Nets

Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

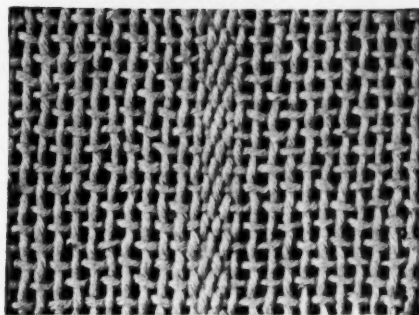
- Pin Winners—streamline, lightning fast pinning
- Wide opening—easier loading
- High Tensile—strength uniformly distributed
- Pliable—minimizes snagging
- Mendable—quick repairing
- Peak Wheel Drop
- Suction Scrubbing Action
- Free Passing of Insolubles
- No "Balling" of Articles
- No "Hour Glass" Separation of the net load
- No Distortion . . . No Stretching . . . No Dragging
- Products of pioneers in high quality net manufacturing



Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO—Open mesh net—reinforced



PLAIN—Close mesh—reinforced



Callaway Mills INC.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.
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**Make TarGo and
InkGo—your daily
teammates.**



Stains go with YellowGo,
TarGo, InkGo, ColorGo,
RustGo, and Penso

Become economy-wise and reap better results from these two dependable Wilson Products. Each is made for a specific stain removal assignment. And—each gives satisfactory results, better than others.

Try TarGo on marking ink stains, work it well into the stain. Repeat application several times. Then, rinse all TarGo out thoroughly. Then, apply InkGo and neutralize InkGo with ColorGo. This method removes most marking ink stains. InkGo is an oxidizing agent and is recommended for the removal of oxidizable dye stains. InkGo is also recommended for the removal of indelible pencil, fruit, coffee, tea, mildew, blood stains, etc.

A. L. WILSON CHEMICAL CO.
The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

stainless steel sales, has been appointed manager of stainless strip sales, a newly created position.

R. S. Robinson, who had served as assistant to the general manager of sales, has been named to the newly created position of manager of carbon steel sales. This new responsibility will include both finished and semi-finished carbon steel sales.

Frank F. Young was named manager of the Pittsburgh, Pa., district sales office. He has been associated with that office for many years.

New appointments were also made in connection with two of the plant order departments. C. G. Hathaway was appointed head of the order entry division of the Brackenridge plant, succeeding N. A. Crain, who retired. J. P. Parsons, previously with steel foundry sales, was named assistant manager of the order entry division. E. B. Van De Mark was appointed manager of the order entry division of the Watervliet, N. Y., plant. He succeeds L. D. Burr, who retired. E. Hauprich was named assistant manager.

T. A. Wheeler, controller of the company, announced the appointment of W. A. Kirkpatrick, formerly statistician, as assistant to the controller, and the naming of Robert Swan, III, formerly cost supervisor, as manager of costs and statistics. ●

Boiler and Stoker Bulletin

The James Leffel & Co., Springfield, Ohio, have recently released Bulletin No. 236 which provides complete details on the firm's line of Scotch marine boilers and underfeed stokers. The firm, which was organized in 1862, manufactures Scotch marine type boilers ranging from six to 250 horsepower, and in working pressures of 100-150 pounds.

Exterior, sectional, and diagrammatic illustrations of typical installations are provided. Operation, special features, and specifications are fully described.

Leffel underfeed stokers are said to be of rugged construction, are low in maintenance, and require minimum attention. They are designed especially for internally fired, return tubular, portable boilers, and are suitable for other makes of Scotch-type boilers. The bulletin provides complete construction details and other information on these units. ●

Water Clarification Bulletin



Cochrane Corporation, Philadelphia, Pa. has just published a bulletin describing the Cochrane Liquon Sludge Contact Reactor, (Publication #5001), a water conditioning apparatus that takes advantage of the well-known chemical principle that previously formed precipitates added in the form of sludge or slurry will accelerate reactions. The

bulletin details the principle as applied to the sludge-contact reactor, describes the operation of the Cochrane-Liquon unit, illustrates and describes the types of equipment available, gives a list of applications with a separate page on waste recovery and describes the auxiliary equipment. Photos of typical installations are also shown. ●

GMC's 1951 Truck Line

More strength, comfort and power for any future emergency have been engineered into the 1951 model light line of trucks announced by the GMC Truck and Coach division.

Important engineering changes have added extra horsepower to both the 228 and 248 cu. in. engines found on the new GMC line, which ranges from the 100-22 model series in the half-ton class on through the two-ton and the 350-24 truck-tractor which pulls 26,000 GCW.

Both front and rear axles on models from the GMC 280 on up have been strengthened to take heavier loads, while the entire brake design has been changed to provide more powerful performance and longer wear.

Many of the new features on the GMC light trucks for 1951 have been taken from the heavy duty line.

New "show job" paint colors, developed by the General Motors styling sections, lend an extra flash of beauty to the gleaming models.

Driver comfort has been emphasized in the new models with the introduction of controlled ventilation windows.

Horsepower has been stepped up from 96 to 100 on the 228 engine (3,400 r.p.m.) and from 110 to 114 on the 248 (3,600 r.p.m.). Both engines have been equipped with new inlet manifolds which provide fuel economy as well as increased power. The vaporizer in the center of the inlet manifold has been reduced in area to better control pre-heating and increase volumetric efficiency.

Valve lifters have been changed to a two-piece type which permits shortening of the valve push rod, thus reducing deflection and giving better high speed operation.

Safer high speed operation has been assured in the 228 engine with piston and ring changes. The pistons are medium duty, lighter weight aluminum with deep wall top rings $\frac{3}{32}$ " wide, replacing the former $\frac{1}{8}$ " wide ring. In the 248 engine, the new free-valve has been installed, permitting valve rotation and, accordingly, longer life. A $1\frac{3}{8}$ " diameter carburetor also has been introduced to increase fuel economy and provide better throttling characteristics.

On the model 100-22, brakes have been changed to the new Duo-Servo type and front brakes have been widened $\frac{1}{4}$ " to obtain a more powerful braking force.

Cab improvements for driver comfort, in addition to controlled ventilation, include a new seat cushion adjustment which permits the driver to roll the seat forward or backward easily after touching a control rod on the left side of the seat. GMC has maintained its

high quality seat cushion with numerous individual coil springs, each encased in a jute bag to maintain its position and assure quiet, comfortable action.

The new selection of colors for the 1951 models came as a result of the enthusiastic acclaim of the special colors developed by GM styling for the GMC trucks used in a series of nationwide shows last year. Now available as standard, the colors include such shades as Twilight Blue, Miami Sand, Polar Grey and Mahogany Brown. ●

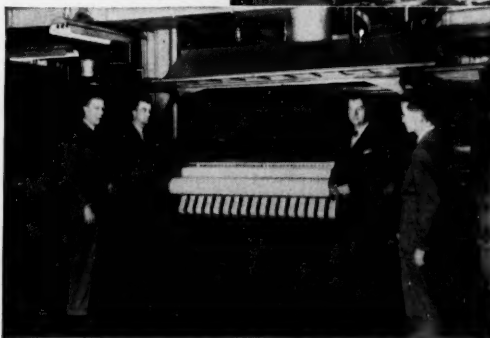
Berkley Appoints Wallace

The Berkley Engineering and Equipment Company, 2417 Riverside Drive, Los Angeles, California, has announced the appointment of W. H. Wallace as its representative in Arizona and New Mexico. Mr. Wal-

REVOLITE REG. U.S. PAT. OFF. Saves Money

**On The 126,600 Pound
Weekly Wash of This
Famous Medical Center!**

Columbia Presbyterian
Medical Center
New York City



John Nolan (right)
Laundry Manager
of the Medical
Center, poses with
REVOLITE's New
York City Sales
and service staff.

Left to right:
Troy D. Collins,
Neil J. Droogan,
Hugh R. Gallagher.

90% occupancy times 1,350 beds times 14 lbs. weekly, equal over 126,600 lbs. of laundry for the laundry of New York's Columbia Presbyterian Medical Center. And Laundry Manager John Nolan uses REVOLITE Roll Covers to cut the cost of this work.

REVOLITE is a natural for the cost-conscious hospital. REVOLITE Roll Covers are installed free by our experts. REVOLITE stays on the job long after ordinary roll covers are through. REVOLITE boosts the production of flat-work ironers; eliminates frequent shut-downs for roll changes; saves substantially on time, labor, power, light, and steam.

REVOLITE Roll Covers are guaranteed in writing. For complete information, write or phone.

ATLAS POWDER COMPANY
Stamford, Connecticut



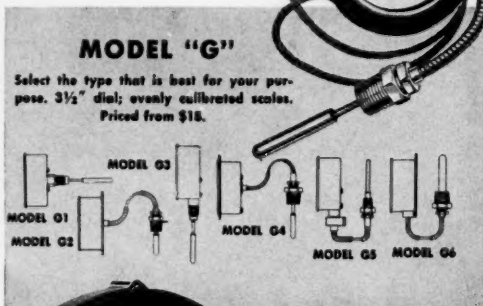
Service from every angle
... that's **REVOLITE**

AUTO-LITE

TEMPERATURE INDICATORS

For your specific needs!

- ★ Low-cost protection . . . due to large, specialized production.
- ★ Precision-built indicators provide accurate temperature readings.
- ★ Wide selection of dial ranges to meet specific requirements.
- ★ 6 stock types available as shown.



MODEL "G"

Select the type that is best for your purpose. 3 1/2" dial; evenly calibrated scales. Priced from \$18.



MODEL "F-2"

This Auto-Lite dial indicating thermometer has solid liquid filled movement and evenly calibrated 4" dial. Available with flexible capillary tubing for remote reading. Priced from \$22. Adjustable, electrical alarm contacts at small additional cost.

Drawing at left shows 3 positions at which Auto-Lite F-2 Thermometers may be mounted by simple screw adjustment.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

THE ELECTRIC AUTO-LITE CO.,
Instrument and Gauge Division,
Toledo 1, Ohio

Please send your illustrated catalog, describing the various styles and types of Auto-Lite Indicating and Recording Thermometers.

NAME _____

COMPANY _____

ADDRESS _____ \$2
(Indicate purpose for which thermometers are required.)

lace, who graduated from the Coast Guard Academy at New London, Conn., with a degree in marine engineering, will handle sales, application engineering and equipment service for equipment sold exclusively in the territory by Berkley. The Berkley firm represents Republic Flow Meters Co., Magnetrol, Inc., Fred H. Schaub Engineering Co., Pick Manufacturing Co., the Pyrometer Instrument Co., and the Ess Instrument Co.

Mr. Wallace was born and raised in Arizona and, except for a period of service with the armed forces during World War II, has worked and lived in Arizona and the southwest. He will maintain an office in the Oldaker Building, 122 West Washington Street, Phoenix, Arizona. ●

Kohnstamm Holds Booster Meeting

The midwest members of the Kohnstamm sales organization convened in Chicago last December for a five-day sales meeting. The discussion centered on ideas for helping laundry operators improve their sales during the difficult days ahead.



FIRST ROW, left to right: F. A. Brownstone, J. J. Zimmerman, J. W. Hannan, E. W. Mayer, C. B. Webster, E. C. Guderian, N. R. Hoffman, Tal Janz, E. Kahn. SECOND ROW: H. B. Nettum, W. A. Morse, W. Brownlee, P. J. Deegan, G. Klein, J. Toll, E. Nichols, J. Dierks, E. W. Mayer, Jr., V. Kruger. THIRD ROW: W. D. France, R. A. Hatcher, J. Schumacher, R. E. Carroll, W. C. Malik, A. L. Salfstrom, C. N. Snell, D. Fraser, A. Stuller, W. Utley, F. Pauch, H. Davis. FOURTH ROW: U. B. Jackson, R. Cooney, W. O. Broman, C. Craemer, J. Farrell, M. Klein, E. N. Armbrust

The first day of the meeting was devoted to reviewing the company's products and how they may be used to help the laundry operator meet the increased cost of doing business. The last four days were devoted to plans for helping the launderer get the needed volume into his plant through better selling and advertising.

E. W. Mayer presented a number of case histories of plants that have forged ahead, while laundry business in general has dropped off. He pointed out that their success could be attributed to "doing a lot of little things well," starting with efficient plant operation, the best possible quality in their bundle, and the application of sound sales and advertising methods.

Actual examples of how any laundry can use the "colors guaranteed" idea to add extra pounds to the average family bundle and build up every route average through the use of just "six magic words" by the routemen, were featured in the program. Mr. Bernard Vallenga, Monarch Laundry, Chicago, was guest speaker and told how his plant has made use of the feature AIL film, "Time for Living," in getting hundreds of new customers for the Monarch Laundry, and urged every laundryowner to make use of this wonderful sales tool for converting the public to laundry service.

Mr. Mayer and his staff, which included Ed. Kahn, Tal Janz, Walter Kohnstamm, Phil Deegan and Warren Malik, presented the same program to members of the supervisory staff in New York on January 3, 4, 5, and

6th. This meeting was attended by E. Elliot, W. S. Birdsall, E. S. Taliaferro, W. A. Schnakenberg and W. F. Borsdorff, along with members of the technical and executive staff which included the technical director, Mr. Phair, vice-president in charge of sales, Mr. Carmel, advertising manager, Mr. Hoffman, and Mr. Chamberlain, credit manager.

L. S. Woolf, president of H. Kohnstamm & Company, addressed both meetings and thanked all for the part they had played in helping to wind up a century of successful service to the laundry and drycleaning industry. ●

Clinton Foods Names Buhrer

The appointment of L. D. Buhrer as general sales manager of the newly-created eastern division of the Clinton Foods corn processing division, was announced recently by Carl Whiteman, vice-president in charge of sales and advertising.

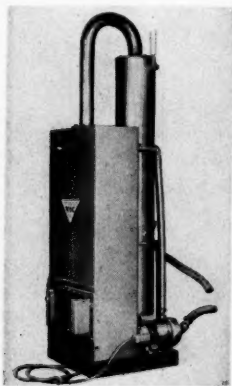
This is the latest in a series of moves designed to broaden and decentralize the sales organization and maintain closer contact with field men and customers, Mr. Whiteman said.

With headquarters in New York City, Mr. Buhrer will supervise sales of Clinton bulk and package products in the eastern seaboard states, extending from Maine to Virginia. The Clinton district sales offices, warehouses and brokers will be within his jurisdiction. The principal Clinton products are corn starch, corn syrup, dextrose, lactic acid and crude corn sugars.

Mr. Buhrer, who joined Clinton Foods in 1947, has had thorough sales experience in the corn, food and candy fields with nationally known concerns, and is widely and favorably known through these trades. He is a native of New York, where he makes his home with his wife and daughter. ●

New Soap Still

The Vic Cleaning Machine Company, Minneapolis, Minn., announces production



of their new Model 41 Vic Soap Still. The new unit has a capacity of 75 gallons per hour which, in turn, gives three soap loads per hour on Vic Models 22, 37, and Rocket Per, or two loads per hour on Models 90 and 38.

The still occupies a space of only 24 x 28 inches, a height of 75 inches, and weighs 550 pounds. It is made of finest quality materials throughout, according to the maker.

According to Vic President Oscar Victor, with the new still it is possible to take the en-

tire load out of the washer, dump it into the still and, after it is automatically distilled, get it back into the storage tank before the next cycle is started. This feature is particularly important because the variety of fabrics on the market today require the use of different types of soap. These differences in soap, says Vic, affect the filter on most machines, causing a lot of trouble for the operator. ●

(Continued on page 82)

How To Get WORK CLOTHES CLEANER with Oakite Penetrant

HEAVILY soiled, grease-soaked work clothes such as overalls, jumpers and the like, come out cleaner when you use Oakite Penetrant in the break.

Add a small quantity to your load and see how quickly . . . how thoroughly the fast wetting-out and deep penetrating action of Oakite Penetrant goes to work on grease, oil, grime and perspiration.

By removing the bulk of the grime in the break with scientifically formulated Oakite Penetrant your subsequent sudsing operations call for less soap.

FREE—SOAP-SAVING FORMULAS

You can learn more about Oakite Penetrant by sending for a **FREE** copy of "9 Oakite Soap-Saving Washroom Formulae." Here, too, you will find several valuable suggestions for saving soap in sudsing and bleach operations, as well as interesting data on conditioning laundry wheels for peak performance. Additional information on cleaning open and closed type heat reclaimers units is also included in this 8-page manual.

Send for your **FREE** copy today! No obligation! Oakite Products, Inc., 22A Thames Street, New York 6, New York.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

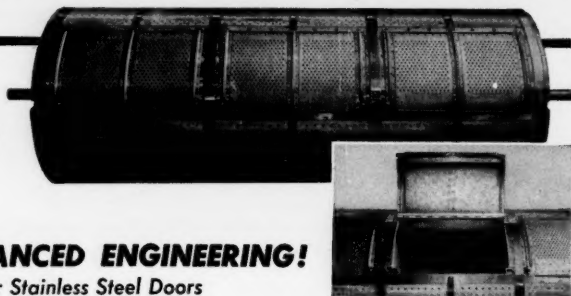
Technical Service Representatives in Principal Cities of U.S. & Canada

NEW- REVOLUTIONARY

Another Product of

CUMMINGS-LANDAU ADVANCED ENGINEERING!

Wood Cylinders With Monel or Stainless Steel Doors



Pat. Pending

**A Fast, Faultless COST-CUTTER
That Will SAVE You Money!
—And Give you
More Satisfied Customers!**

- Doors approximately 20 percent larger. (Due to reduced weight, doors are made longer, permitting easier loading and unloading of the largest pocket.)

- Goods positively cannot creep through edges. (Doors are always tight, rest on solid stainless steel frames—a continuous heavy hinge and lock bolt holds door in place.)
- Has no wearing parts.
- No springs or latches.
- Eliminates door repairs and replacements.
- No counter weights required for any cylinder.

All new wood washers and replacement cylinders are equipped with these doors.

For efficient, economical operation add this newest CUMMINGS-LANDAU product, another direct result of our intensive efforts to produce the finest laundry machinery possible. Ask us about these new cylinders, which have all the advantages of a metal cylinder!

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., Inc.

305-17 Ten Eyck Street, Brooklyn 6, N.Y.

Columbia, Pennsylvania

(Continued from page 81)

Johnson Names Representative

The Johnson Corporation, Three Rivers, Michigan, manufacturers of steam specialties and boiler room equipment, has announced a change in representation on the West Coast, effective January 1, 1951.

Guy L. Warden & Sons, formerly district representatives for Johnson in lower California, will now cover the entire state, as well as the counties of Curry, Josephine and Jackson in Oregon. In addition to the offices at 209 West 12th St., Los Angeles 15, Calif., Guy L. Warden & Sons have now opened offices at 5200 East 12th Street, Oakland 1, Calif.

Both addresses will carry a complete stock of Johnson products such as rotary pressure joints, compressed air separators and aftercoolers, boiler water controls and solenoid valves, as well as service parts for Johnson boiler feed systems and the Johnson Electrap. ●

Beitzel Establishes Scholarship

Employees of the Pennsylvania Salt Manufacturing Company were recently informed that their sons and daughters are eligible to compete for a \$300 annual college scholarship provided by George B. Beitzel, Pennsalt president.

One scholarship will be awarded each year, beginning with 1951, to the high school graduate of that year selected as winner of the competition by a board of independent judges.

The scholarship will be paid to the college of the winning competitor's choice in four yearly installments of \$300 each, provided he meets college standards, and will be applied to his tuition and other fees and expenses. Thus, the total scholarship for each winner who

satisfactorily completes his college course will be \$1,200.

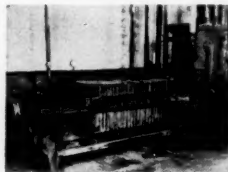
"There is no particular field of interest or specialty," the company stated, "which the winner must be planning to follow in college in order for him to win this scholarship.

"Through this scholarship plan it is Mr. Beitzel's desire to encourage improved secondary school effort and, at the same time, to assist a deserving young man or woman toward completion of college degree work in any recognized field of study." ●

Filter Progress

As part of its 75th anniversary celebration this year, R. R. Street & Co. Inc., recalls that one of the first

pressure filters used on a commercial basis for drycleaning was installed 24 years ago this month.



The photograph shows the plate and frame type pressure filter that Street's installed at the Unique Cleaners of Kenosha, Wisconsin, on

February 7, 1927. The photograph was taken after the filter had been used continuously for more than 13 years in the Unique plant. Made primarily for research purposes, this early installation aided materially in the development of J-P-S.

Street's reports that its present-day formulas such as Staticol and Anolite represent the results of extensive research conducted continuously ever since this early filter installation. ●

Pellerin Milnor Dual Washer

A new dual cylinder washer, each cylinder with a capacity of 25 pounds dry weight, has been made available by the Pellerin Milnor Corporation, 8000 Edinburgh St., New Orleans 18, La. Each cylinder is 30 inches in diameter and, according to the company, is designed to afford the clothes a squeezing washing action.

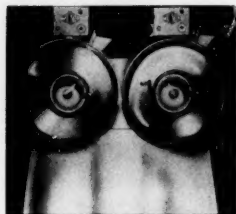
Among the features of the new washer is an exclusive three-stage V-belt drive, designed to prevent slippage. Special adjusting screws are provided to tighten V-belts easily.

A special lip-type shaft seal is attached to the rear shell head. Shells are manufactured under rigid procedures to insure concentricity of shaft and shaft seal. Shaft seals operate on ground and polished portion of the shaft to insure long life.

A specially designed motor control reverses the motor four times per minute and insures an equal number of cylinder revolutions in each direction, in accordance with federal specifications.

On one model both cylinders are driven by a single motor and motor control. On the other model each cylinder is operated by a separate motor and controls, which permits loading or unloading of one cylinder while the other is washing.

These models are available with manually operated, semi-automatic, and fully automatic controls. ●



Westinghouse Elections

The election of Edward O. Boshell, prominent utility executive, as chairman of the board and president of The Westinghouse Air Brake Company and its subsidiary, The Union Switch and Signal Company, was announced recently in Pittsburgh. Mr. Boshell has also been elected a director of both Pittsburgh companies. A. N. Williams, who has served as president of both companies since 1946, has been elected vice-chairman of the board of the two organizations.



EDWARD O. BOSHELL



HERBERT A. MAY

The election of Herbert A. May as senior vice-president also was announced. Mr. May first entered the service at The Union Switch and Signal Company in 1936. Elected a vice-president of the parent company in



STYLE MF ASSEMBLIES— $\frac{3}{4}$ " IPT Male one end—Floating Flange (2" bolt center) other end. Overall Lengths: 21", 24 $\frac{1}{2}$ ", 28", 30". Part No. MF-21, MF-24 $\frac{1}{2}$ ", MF-28, MF-30.

STYLE F ASSEMBLIES—Floating Flanges— $\frac{1}{2}$ " bolt centers—both ends. Overall Length: 22". Part No. F22.

STYLE M ASSEMBLIES— $\frac{3}{4}$ " IPT Males—both ends. Overall Length: 24". Part No. M-24.

Presstite* means LEAKPROOF Flexible Connectors For MODERN PRESSES

Presstite Connectors will fit practically every modern laundry and garment press. They are made from the seamless bronze tubing used for steam lines by leading press manufacturers. Deep corrugations give maximum flexibility. An outer covering of bronze wire braid adds strength and durability. Fittings are brass, permanently attached, flanges are of malleable iron.

To replace connectors on modern presses, order Presstite from your regular laundry and dry cleaning supply house. *Trade-Mark

SEALTITE* CONDUIT KEEPS WIRING DRY

American Sealtite Conduit, for use in laundry machinery and controls, keeps electrical wiring dry. Made from galvanized steel flexible hose, over which is extruded a smooth synthetic covering. Sealtite gives lasting protection against steam, spillovers, dampness, oil, grease, dirt, chemicals and fumes. I.D.'s from $\frac{3}{8}$ " to 2". Long lengths for "on the job" assembly. Available at your regular electrical supply house. 4090718



AMERICAN Flexible METAL HOSE

The American Brass Company • American Metal Hose Branch

General Offices: Waterbury 88, Conn., Subsidiary of Anaconda Copper Mining Company
Distributed in Canada by: THE CANADIAN FAIRBANKS-MORSE COMPANY, LIMITED

A Tumbler with Features Beyond Comparison!



HAMMOND SPEEDKING TUMBLERS

The volume of your business and the *PROFIT* day by day, is determined by quick, consistent drying. The Hammond *SPEEDKING* Tumbler has shown by actual plant tests to be faster and more efficient than other tumblers. Besides, it has features that are *beyond comparison*. Forty years of listening to your suggestions have perfected this machine.

*Write for new color folder
giving all outstanding
details*

HAMMOND BLDG. WACO, TEXAS
HAMMOND
LAUNDRY-CLEANING MACHINERY CO.

1947, he has been a director of both companies since 1945, and a member of the executive committee since 1949.

Mr. Boshell has been chairman of the board and president of the Standard Gas and Electric Company, New York, and of the Philadelphia Company, Pittsburgh, since 1948, and he will continue in a consultative and advisory capacity to the utility organization.

Wyandotte to Build Research Center

Construction of a new research center and expansion of the research and development activities of Wyandotte Chemicals Corporation, a major producer of industrial chemicals and cleaning products, was announced recently by Robert B. Semple, president.

The Wyandotte Research Center will be housed in a two-story structure of modern architectural design to be constructed immediately near the company's administration building in Wyandotte. The center will be approximately a city block long and a half-block wide. It will operate under the general direction of Dr. Thomas H. Vaughn, vice-president in charge of research and development. Occupancy is scheduled for mid-1952.

The center will permit a consolidation of Wyandotte's many research and development activities, and also will enable the company to expand its scientific and technical staff to handle not only long range research within the organic and inorganic chemical fields, but special research projects assumed by the company in behalf of the national defense program.

"The need for new and better products, and the improvement of old products is a constant challenge to our company," Mr. Semple said. "In recent years, the achievements of our research staff have contributed importantly to high standards of sanitation in a number of fields.

"We anticipate that enlarged Wyandotte Research facilities, operating in the hands of forward looking scientists and technical men and women, will help us to contribute to an even greater degree to the progress of those industries we serve."

Drew Names Urban

Joseph T. Urban has recently been appointed to handle the sales and servicing of Drew drycleaning products. Mr. Urban will cover Ohio, Kentucky, Illinois and Western Michigan for the Drew organization, and will work out of their Chicago office. He will handle the entire line of Drew drycleaning products including Drisyn, "the original concentrated detergent-soap," and Wetsyn, the well-known wet cleaning synthetic detergent.

The firm also announced the appointment of Matthew Robinson as a salesman for the chemical specialties division. Mr. Robinson, who is well known to the trade, will handle the sales and servicing of Drew laundry soaps and detergents in New Jersey.

Hild Portable Vacuum

A completely new Portable Heavy Duty Vacuum Machine, developed by the Hild Floor Machine Co., is now available through all Hild distributors. Designed for both wet and dry pick-up, the new Hild Vacuum can pick up either liquid or dry dirt without adjustment or change of parts, the company claims. There are no "preliminaries" for the careless or untrained operator to

forget or neglect, and no special precautions are needed to guard against damaging the unit.

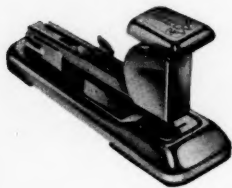
An important safety feature is the result of a specially developed, new type of power unit. Unlike most other industrial vacuum machines, the Hild vacuum employs a "by-pass" motor which does not depend on the vacuum air stream for cooling. The air stream from the vacuum does not pass through the motor housing. Thus the motor cannot be damaged by dust or moisture picked up by the vacuum. A separate independent cooling fan keeps the motor running cool, even when the vacuum intake is "sealed" against the floor carpet, Hild reports.

Among other design improvements are ball-bearing swivel casters equipped with string-guards which always keep the machine rolling freely. Non-rusting, swivel type hose connections for both vacuuming and blowing are permanently built in. A rack is provided for conveniently carrying or storing the hose when not in use.

Newly designed attachments equip the Hild Vacuum for scores of clean-up jobs on floors of all kinds, on rugs or carpets and overhead pipes, ceilings, walls, venetian blinds, machinery, etc. Complete information may be obtained from Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill. ●

Stapler Improvement

Arrow Fastener Company, Inc., manufacturers of stapling products, reports a new engineering feature



which should prove of interest to the public. The already popular Arrow #202 standard stapler has been improved with a precision-locked mechanism for positive-staple-control. This stapling principle, reports the company, keeps all parts securely locked in position, and at no time

allows more than a single staple to be ejected from the staple track. It is said to automatically safeguard against jam-clog conditions and assure uninterrupted stapling with smooth-flowing efficiency. This factor should create good will and build confidence between customer and dealer.

The Arrow #202 standard stapler is ruggedly built for heavy duty stapling. In addition to being a stapler, it serves as a tacker by snapping off the top part of the machine and reversing it on the base. Its all steel construction with a stainless steel cap and all chrome finish makes the #202 an attractive accessory for any office desk. It fastens up to 40 sheets of paper with a temporary or permanent stitch, has a reach of $3\frac{3}{4}$ ", weighs 16 ounces and loads 210 standard size $\frac{1}{2}$ " x $\frac{1}{4}$ " staples. Additional information may be obtained by writing direct to the manufacturer at 30-38 Maujer Street, Brooklyn 6, New York. ●

W. M. Acker Retires

Due to ill health, W. M. Acker has retired as president of the W. M. Acker Organization, Inc., 3167 Fulton Road, Cleveland 9, Ohio. The firm manufactures steam drainage and boiler feeding equipment.

He is at present convalescing with his family in Detroit, Michigan. He will be glad to hear from any of his

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● Save Money, Floors, Equipment and Time by using DARNELL Casters and Wheels... Always dependable, these low-cost floor protection products have been made to give you a long life of efficient, trouble-free service.

DARNELL CORP. LTD.

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36 N. CLINTON CHICAGO 6, ILL.



HERE IT IS! The newest model in the Milnor line of sturdy, all stainless-steel washers . . . the MILNOR DUAL WASHER. The last word for high efficiency operation, it incorporates all of the newest features of commercial washer design and is available in two models.

Model 1W-25D-1M

Two cylinders each having 252 dry weight capacity, operated simultaneously by a single motor.

Model 1W-25D-2M

Two cylinders each having 252 dry weight capacity. Each cylinder operated independently of the other.



MANUFACTURERS OF FINE LAUNDRY & DRY CLEANING EQUIPMENT



BLANKETMASTER

Blanket Washing Machine for quality blanket washing with no shrinkage.

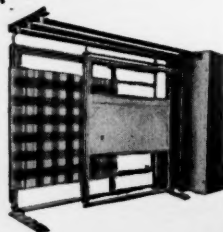
Write for Bulletin 690



SQUAREWAY

Curtain and Blanket Stretcher for quick, accurate drying of curtains and blankets.

Write for Bulletin 206



old friends, who may write him at 23480 Manistee Road, Detroit 20, Michigan.

His son, Carman R. Acker, formerly district manager for the company with headquarters at Atlanta, Georgia, has assumed the duties of his father as president of the company. ●

Cowles Announces Promotion

Cowles Chemical Company, Cleveland, Ohio, announces the promotion of Elmer A. Lord to the position of sales promotion manager. Mr. Lord will be directly in charge of the company's advertising, sales promotion and public relations activities in all departments. He fills the position held for the past five years by James A. Barnes who has left Cowles to become editor of THE STARCHROOM LAUNDRY JOURNAL.

A native of Cleveland, Mr. Lord was graduated from Western Reserve University in 1947. Since that time, he has been employed with Cowles in both the production and sales departments. During World War II, Lord served as a pilot in the U. S. Navy, attaining the rank of Lieutenant (junior grade).



ELMER A. LORD



HENRY KASHMAN

Henry Kashman, Cowles technical man in the Metropolitan New York area, has been called into the United States Army Quartermaster Corps according to announcement recently made by C. C. Bassett, vice-president and director of sales.

During World War II, Mr. Kashman was stationed in the British Isles in the Army Engineer Corps. Attaining the rank of Captain, he was released from active duty and joined Cowles as a Cowles technical man. Because of his long experience in the laundry industry, Kashman has now been recalled to active duty and placed in charge of the laundry at Camp Gordon, Augusta, Georgia. ●

Hoffman Adds Directors

R. L. Hockley and Edwin F. A. Morgan, both of Baltimore, have been added to the board of directors of United States Hoffman Machinery Corporation, it was announced recently by Albert C. Bruce, president.

Mr. Hockley is vice-president in charge of marketing of The Davison Chemical Corporation, and is a director of that company.

Mr. Morgan is a senior partner of Semmes, Bowen & Semmes of Baltimore, and is a director of Davison Chemical, A. S. Abel Co. (publishers of the Sunpapers), Safe Deposit and Trust Co., Terminal Warehouse Co., and J. S. Young Co., all of Baltimore. ●

Sales and Advertising Manager Named

John R. Young has been appointed sales and advertising manager of the laundry and drycleaning division of the Davies-Young Soap Company. The appointment took effect on January 1, 1951.



JOHN R. YOUNG

Mr. Young is a graduate of the NICD's 39th class, and has put in five years' experience in the mid-west selling "Buckeye" products to laundries and cleaning plants.

During World War II he served two and one-half years in the Navy, holding the rank of Lieutenant (j.g.).

E. G. Eckerman continues as a vice-president and director of the company, and as a consultant to the marketing and distributing divisions. He is currently completing data for a book on the use of drycleaning and spotting compounds. ●

Rotary File

The new Ferris Rotary File, recently released by the Ferris Manufacturing Company of Stratford, Connecticut, retains all the advantages of previous Ferris models plus new features that save, simplify and speed filing operations, according to the company. Removable baskets in balanced trays rotate either way by fingertip control. Freedom from belts, punch cards, slots, rods or any fastening device is said to insure complete and instant accessibility to one or a dozen cards, and allows cross-filing. Present cards can be used and transferred quickly and easily. The file has large capacity (up to 13,000 cards in standard models) and occupies three square feet of floor space.

Constructed of heavy steel, the Ferris cabinet is mounted on casters for easy portability. The locking slide cover protects records when not in use.

Files can now be made on request to any reasonable size. An increase of one inch in the cabinet width, for example, gives housing up to 1,600 extra cards. Inquiries should be addressed to Stanley Dulski, Ferris Business Equipment, Inc., 244 Great Meadows Road, Stratford, Conn. ●

WASHABLE SEAL AWARDS

"STAR P-K" bedspreads, the product of Rhoads & Company of Philadelphia, Pennsylvania, a hospital supply firm, have been awarded the Certified Washable Seal of the American Institute of Laundering.

These bedspreads, which are made of cotton in a variety of colors, were awarded the Seal after tests in the AIL laboratory and commercial laundry revealed minimum shrinkage, satisfactory tensile strength, and color fastness to both laundering and sunlight.

Rhoads & Company, exclusive suppliers of the "Star P-K" spreads, is the first hospital supply company to have bedspreads approved by the AIL. Another Rhoads' product, the Drednaught Terry towel, was previously awarded the Seal of the Institute.

The AIL also announces the award of its Certified

CHANDLER



BUTTON-SEWING MACHINE

For 2 or 4
Hole Buttons

HAND OPERATED . . . completely portable . . . no plug-in or connections necessary . . . no motor to worry about . . . no belts to break. AMAZINGLY FAST! Speedy, firm button replacement eliminates labor and reduces customer complaints. This machine will meet all your production and service requirements!

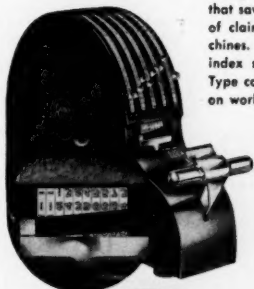
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CHANDLER MACHINE COMPANY

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Today it's the Ribbonized Way! The RIBBON- RITE MARKING MACHINE For LAUNDRIES

Prints thru a Ribbon and is Always Ready! Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read black on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.



Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

Wire or write for folder or demonstration.



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Repair holes, ruts, and broken floors quickly and easily with CLEVE-O-CEMENT.

Cleve-O-Cement can be applied by any handy man. No skill or special tools required. Adheres perfectly to surrounding concrete. Dries rock hard overnight, becomes 28 times harder than ordinary cement. Won't crack or crumble. Resists heat, cold, dampness, steam, oil, grease and most acids. Unequalled for damp floors. Used in thousands of food and meat packing plants, cold rooms, bottling plants, refrigerators, laundries, dairies, and ice cream plants.

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Why not order
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Be sure to ask your Jobber for
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Redux-indelible ink remover

EZ-OFF

A B and P B Tag Attaching machines

Available in Sizes 1, 2, 3, 4, 4H and 5H

Daily deliveries

Manufactured by

BOSTON CLIP AND TAG CO.

48 Grove St., Somerville 44, Mass.

Washable Seal to muslin and percale sheets manufactured by Utica and Mohawk Mills of Utica, New York. Approved sheets from these mills are sold under the brand names of Hope, Mohawk, Utica, Utica Beaufort, and Mohawk Percale.

Before the Seal of Approval was awarded to these sheets, they received numerous laundering and finishing treatments in the AIL laundry plant in Joliet, Illinois, and also underwent a series of tests in the Institute's laboratories.

These sheets, says AIL, have successfully passed the tests to which they were subjected, namely: shrinkage, tensile strength, weight per square yard, percent sizing and thread count. •

A.I.L. GRADUATES 19th CLASS

MEMBERS of the 19th graduating class of the junior management course of the AIL School of Laundry Management are shown with AIL staff members who served as instructors. The class completed its work at Joliet on December 20.



First row: Ronald V. Begg, Kalispell Laundry and Dry Cleaners, Kalispell, Mont.; Elliott A. Samuels, Hillier-Arrow, East Orange, N. J.; Stanley K. Ellenbogen, Aeme Cleaners and Laundry, West Palm Beach, Fla.; William B. Campbell, Greenbrier Laundry Company, Ronceverte, W. Va.; Robert J. Cole, Cole's Laundry and Cleaners, Grand Rapids, Mich.; Morris S. Lazaron, Jr., Sunlight Laundry, Norfolk, Va.

Second row: Murray M. Roth, Roth's Steam Laundry, Jeffersonville, N. Y.; Harold Yassky, Haverstraw Laundry, Haverstraw, N. Y.; Eldred S. Keenan, Shepherd's Laundry, Beaumont, Texas; H. Dean Davies, City Laundry and Dry Cleaners, Osawatomie, Kan.; Russell J. Rose, department of production and engineering; Neil V. Robertson, Jr., Davies Laundry Company, Chicago, Ill.; Fred C. Hubert, Domestic Laundry, Kankakee, Ill.

Third row: Nelson J. Steidle, Star Palace Laundry, Rochester, N. Y.; Joe M. Stewart, Southern Laundry Cleaners, Jackson, Tenn.; Charles R. Sonnemann, Sunset Laundry, Auburn, Wash. (class secretary-treasurer); Leonard T. Lawrence, Lawrence Cleaners, Kent, Ohio; Martin Becker, Wilton-Supreme, New York, N. Y. (class athletic director); Walter J. Dasinger, Sidney Cleaners and Laundry, Sidney, Mont.; David L. Jackson, Norman Steam Laundry, Norman, Okla.; Robert L. Townsend, Best Laundry, Lincoln, Nebr.

Fourth Row: Gary D. Dunning, Easton Laundries, Inc., Easton, Pa.; Gail F. Allen, department of production and engineering; Gerald Berlin, Central Laundry Service, New York, N. Y. (class vice-president); Kenneth E. Luetzow, South Side Laundry and Dry Cleaners, Milwaukee, Wis.; Taylor C. Larimore, Columbia Laundry and Dry Cleaners, Key West, Fla.; Robert E. Montrose, Chief Wash Company, Chicago, Ill.; George Fanning, Hawaiian Linen Supply, Honolulu,

T. H.; Richard B. Mitchell, laboratory division; Cecil H. Lanham, director, education and training department.

Fifth Row: George H. Isaacson, director, technical departments; Lee G. Johnston, manager, laboratory division; Doner E. Dewey, assistant treasurer; Gene Knepper, Miller's Laundry, Des Moines, Iowa; Myron B. Edelstein, Toledo Towel Supply, Toledo, Ohio; C. V. Hershberger, Shasta Laundry and Dry Cleaners, Sacramento, Calif.; Robert Dolhof, education and training department; Joseph N. Borroughs, Jr., Oakland, California Towel Company, Oakland, Cal. (class president); A. L. Christensen, manager, department of production and engineering. Not shown in picture: P. A. DuPont, Red Tag Laundry and Dry Cleaners, Norwich, Conn. (editor of class newspaper). ●

MISSISSIPPI SPONSORS SPOTTING COURSE

A THREE-DAY spotting course sponsored by the Mississippi Laundry & Cleaning Association will be held February 24-26 at the Edwards Hotel, Jackson, Miss. The course will be presented by four instructors from the National Institute of Cleaning & Dyeing.

Information will be provided on spotting, wetcleaning, and drycleaning. Each student will get three periods in each subject, including actual practice at a steam spotting board. A general assembly will be held each morning to present such subjects as the National Institute slides on the handling of difficult fabrics.

Members of the Mississippi association may sponsor students for a tuition fee of \$30.00 per person. Students sponsored by non-members will be charged a \$40.00 tuition fee.

The number of students will be limited to 120. Further information is available from Gordon Marks, treasurer, Mississippi Laundry & Cleaning Association, P. O. Box 1757, Jackson 5, Miss. ●

TREASURER HONORED

ONE hundred and one years of combined service are represented in the picture below as Matthew M. Aiken, president, The Pilgrim Laundry, Inc., Brook-



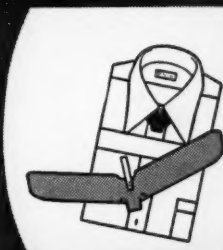
lyn, N. Y., presents a gold wrist watch to Charles F. Wark, Pilgrim's treasurer, in recognition of 50 years of service with the organization. Mr. Aiken passed his 50th anniversary with Pilgrim in 1950. The occasion for the presentation was the 57th annual stockholders' meeting of The Pilgrim Laundry, Inc., held in the company's assembly hall in January 25. ●

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more
SALES

use
STAIZ
&
X-PANDO

COLLAR SUPPORTS
Send today
for our Collar
Support Book-
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FREE



TIME SAVERS

83-97 Walnut St. • Montclair, N. J.

We bow modestly in appreciation of the many orders and words of praise from the Laundries and Dry Cleaners for our **LITTLE**

GIANT
WATER SPRAY GUNS
\$8.50 F.O.B.

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features:

Non-Corrosive; All brass—nickel plated.
Non-Drip.

Small parts eliminated.

Light weight gun 5 oz., Hose 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old out-dated gun. Buy with confidence.

A revolutionary WATER SPRAY GUN developed for use by LAUNDRIES, Dry Cleaners.

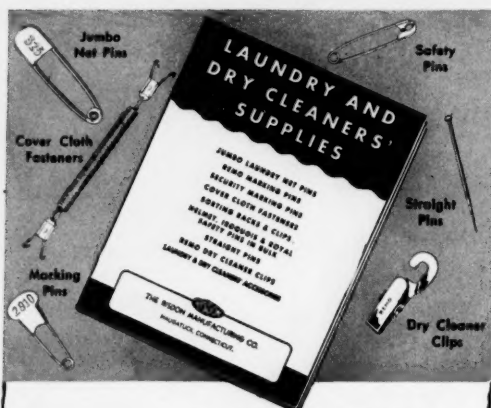


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STEBBINS MFG.
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Ask your
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this NEW

**RISDON
REMO
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Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
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THE RISDON MANUFACTURING CO.



HAUGATUCK, CONN.

RI-2

"K-122"

**SOAP BUILDER
SOAP EXTENDER
WORK IMPROVER**

*Favorite with quality Launderers
for past 10 years.*

THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.
4538 West 130th St., Cleveland 11, Ohio

REVERSIBLE TUMBLERS

Reversible action caused by electric relay
Prevents twisting, tangling, wet centers
Ideal for rag, diaper, towel drying

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1765 Carter Avenue, New York 57, N. Y. CYpress 9-8800

CONVENTION CALENDAR

North Carolina Association of Launderers and
Cleaners
Annual Convention
Charlotte Hotel
Charlotte, North Carolina
February 21-22, 1951

Diaper Service Institute of America
Shoreham Hotel
Washington, D. C.
March 18-21, 1951

Georgia Laundry and Cleaners Association
Annual Convention
Biltmore Hotel
Atlanta, Georgia
March 28-29, 1951

Massachusetts Laundryowners' Association
Annual Meeting and Spring Convention
Hotel Statler
Boston, Massachusetts
April 6-7, 1951

Texas Laundry & Dry Cleaning Association
Oklahoma Laundryowners Association
Rice Hotel
Houston, Texas
April 11-12, 1951

Linen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 15-18, 1951

Laundry & Cleaners Allied Trades Association
Laundry & Dry Cleaners Machinery Manufacturers
Association
The Greenbrier
White Sulphur Springs, West Virginia
April 25-27, 1951

California Laundryowners Association
Yosemite National Park, California
May 10-12, 1951

Pennsylvania Laundryowners Association
New Jersey Laundry and Cleaning Institute
Traymore Hotel
Atlantic City, New Jersey
May 10-12, 1951

Laundry and Cleaning Association of the Carolinas.
Georgia and Florida, Inc.
General Oglethorpe Hotel
Savannah, Georgia
May 13-15, 1951

Oregon Laundryowners Association
The Dalles, Oregon
May 17-19, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners
Drake Hotel
Chicago, Illinois
May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and
Cleaners
Lassen Hotel
Wichita, Kansas
May 17-19, 1951

Montana Laundryowners Association
Billings, Montana
May 18-19, 1951

New York State Laundryowners Association
Spring Convention
Hotel Syracuse
Syracuse, New York
May 24-26, 1951

Pacific Northwest Launderers and Dry Cleaners
Annual Convention
Longview, Washington
May 24-26, 1951

Wisconsin Institute of Laundering
Minnesota Institute of Laundering and Cleaning
North and South Dakota Associations invited
St. Paul Hotel
St. Paul, Minnesota
May 25-26, 1951

Maryland-District of Columbia & Virginia
Laundry Owners' Association
Convention Cruise
Queen of Bermuda
May 26-31, 1951

Annual A.I.L. Convention
Stevens Hotel
Chicago, Illinois
October 19-21, 1951

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Economical . . . because your identification mark is actually photographed into the cloth by heat . . . remains clearly legible until material wears out . . . never needs re-marking. You too may find our Silver Base best for your needs. Use on garment or linen itself or on separate tag.

Tell us your marking problem. We may be able to provide a money-saving answer. No cost or obligation.



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Large Clear Figures
Bright Nickel Plate

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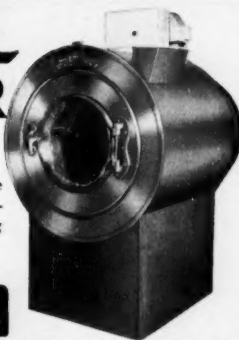
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Non-slip Nylon, specially treated to insure longer wear.
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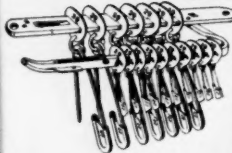
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Install KEY-TAG CHECKING SYSTEM ASSURING POSITIVE AUTOMATIC MECHANICAL CHECK SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



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Tops for laundries from Coast to Coast

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LAUNDRY STARCH**

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**SUPREME
LAUNDRY STARCH**

Write for demonstration by Clinton's Laundry Technician

CLINTON FOODS INC.
CLINTON, IOWA

Obituaries

Morris H. Cohen, 70, president of the Eastern Laundry & Dry Cleaners, Milwaukee, Wisconsin, died recently after a long illness. He belonged to the Elks and Odd Fellows, and was a member of Congregation Emanu-El-B'ne Jeshurun. Surviving are his wife, three sons, and a daughter.

Clyde Conger, 69, owner of several laundries in Washington, D. C., died last December. He moved to Washington in 1903 and, with two brothers, established Conger's Laundry. In 1939 the three bought the Yale laundry and, in subsequent years, acquired two other laundries which were absorbed into the Conger and Yale plants.

He was a 32nd degree Mason, a member of Almas Temple of the Shrine and St. John's Lodge No. 11.

He leaves a widow, a son, two daughters, a brother, and several sisters.

Mrs. Alice Chin Dow, co-founder of one of the first wet-wash laundries in Boston, died recently in Silver Spring, Maryland, after a long illness. She is survived by two sons, three daughters, 12 grandchildren, and one great-grandchild.

John A. Hurster, 90, a pioneer laundryman of St. Louis, Mo., died recently. He established one of the first steam laundries in St. Louis in the 1880s. He sold out his interests shortly after the turn of the century and retired.

He is survived by two sons and four daughters.

Fred W. Lenz, president of the Sunshine Laundry Company and a partner of the Sunshine Towel and Linen Supply Company, Chicago, died on January 20. He had been actively engaged in the laundry business for the past 35 years. Originally he owned and operated the Oak Laundry. Later he became associated with Munger's Laundry, and worked for this institution over 25 years as manager and in other capacities.

In April, 1943, he purchased the Sunshine Towel and Linen Supply Company with his partner, Thomas J. Fenton. In August, 1944, together with John T. Weber, he purchased the Sunshine Laundry Company.

He is survived by his widow, six brothers, and one sister.

E. F. Meyer, 81, president of the St. Cloud Laundry, Inc., St. Cloud, Minn., and of Meyer Cleaners and Launderers, Brainerd, Minn., died on January 10 after an illness of several weeks. He had been engaged in the laundry business for over 50 years.



Mr. Meyer patented a tagging machine for use in laundry and drycleaning plants, and designed several machines and pieces of equipment for use in his own establishments.

Mr. and Mrs. Meyer celebrated their golden wedding anniversary and the 50th anniversary of the St. Cloud Laundry last year.

He is survived by his wife, two sons, four grandsons, a brother, and a sister.

David Wine, 70, president of the Lake City Laundry Company and the Great Lakes Linen Supply Company, Chicago, died on January 15 in Palm Springs, Cal. He was obliged to curtail his business activities about three years ago because of poor health. He was identified with several other enterprises outside of the laundry field, among them the Kewanee Iron and Metal Company, Kewanee, Ill., of which he was president. He is survived by his widow, a son, and two daughters.

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of the **NATIONAL CLEANER & DYER** have been prepared and reproduced in booklet form.

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is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

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Used for years by hundreds of laundries

SAMPLES FREE

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Price, per thousand \$7.50
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304 East 45th Street

New York 17, N. Y.

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cost of 5 words if answers are to come to a box number to be forwarded by us.

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CONSULTANTS

ATTENTION LAUNDRIES & DRYCLEANING PLANTS! YOUR EMPLOYMENT NEEDS SOLVED. A new department—managed by an expert in your field will assure you proper referrals—From Top Executive to general clerical. **CALL MR. MENKEN AT BRYANT 9-3118** or write Laundry Division, AAA Personnel, Inc., 226 W. 42nd Street, New York 18, N. Y. 9257-25

CENTRIZE: CENTRIFUGAL WASHING IN YOUR EXTRACTOR. Installations in over 100 plants demonstrate outstanding possibilities for big savings in machinery, supplies, water, power and labor while producing beautiful quality work at a much higher profit. Write for detailed information to **HOWARD FINK AND SONS**, Laundry owners and engineers, 2224 63rd Street, Kenosha, Wisconsin. 9286-25

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4644-2

For Sale: Old-established laundry business Midwest city of 50,000, \$65,000 volume. For immediate sale to close an estate. **ADDRESS:** Box 9131, STARCHROOM LAUNDRY JOURNAL. -2

COMBINATION LAUNDRY and DRYCLEANING PLANT, newly equipped and new building. Located in the Heart of the Big Horn Mountains. Real western atmosphere. Stock raising, oil and farming community. Drawing population 12,000. Selling account of ill health. Write Box 43, Worland, Wyoming. 9157-2

For Sale: **LAUNDRY in EAST PENNSYLVANIA** doing an excellent job, volume over \$200,000 yearly, well established. Modern equipment. \$75,000 cash needed, balance financed; building included. **ADDRESS:** Box 9200, STARCHROOM LAUNDRY JOURNAL. -2

An old-established, well-equipped laundry with fine reputation in Michigan, one-story laundry. Two modern apartments in deal. Drycleaning. Volume over \$85,000. Room for expansion. **ADDRESS:** Box 9216, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY and DRYCLEANING PLANT located in fast-growing **SOUTHERN CALIFORNIA** city. New, modern, drive-in building. Annual volume approximately \$100,000. **ADDRESS:** Box 9219, STARCHROOM LAUNDRY JOURNAL. -2

Small but complete Laundry and Press Shop located in densely populated **WESTERN NEW YORK** area. New equipment. Excellent opportunity for one interested in the business. **ADDRESS:** Box 9233, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and Cleaning Plant, over 40 years successful operation by same owner. Located in a growing town of over 10,000 in Western Kentucky. Must sell account of age and health—one-half cash with balance over a period of years to suit purchaser, with long-time lease on building. **ADDRESS:** Box 9267, STARCHROOM LAUNDRY JOURNAL. -2

Laundry—Drycleaning Plant: Busy Ohio County Seat, sales \$39,000 year, 75% laundry, all local, modern equipped; 4,000 square feet, no competition, old established, sell with property. **APPLE COMPANY, Brokers, Cleveland, Ohio.** 9289-2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

For Sale or Trade: Laundry and self-service. Complete equipment all in good condition. No competition. Located in North Central Nebraska. Town of about 3,000 population. For details Write: L. E. Finley, Ainsworth, Nebraska. 9295-2

LAUNDRY and DRYCLEANING PLANT, 1950 GROSS \$32,000. SALE PRICE, \$25,000. INCLUDES BRICK BUILDING, EQUIPMENT AND INVENTORY. CLAYTON LAUNDRY & DRYCLEANERS, CLAYTON, NEW MEXICO. 9298-2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** **RICHARD J. MULLER** Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

LINEN SUPPLY and LAUNDRY BUSINESS WANTED

WANTED: LINEN SUPPLY and LAUNDRY BUSINESS, small or large, anywhere in the U. S. A. Replies held confidential. **ADDRESS:** Box 9249, STARCHROOM LAUNDRY JOURNAL. -1

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-27

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44,000 FIVE INCH, BRASS, BALL-POINT LAUNDRY PINS

SPECIAL PRICE: \$95.00 per thousand.

ELTEE TOOL & SUPPLY CO., 7755 16th Ave., So.,

Seattle 2, Washington.

9294-8

HELP WANTED

LAUNDRY and DRYCLEANING MANAGER: Experience necessary, ability in low-cost quality production, sales, power plant, office controls required; old firm, salary plus profit share, permanent position Pacific Coast. **ADDRESS:** Box 9250, STARCHROOM LAUNDRY JOURNAL. -7

Laundry superintendent for Clift Hotel, San Francisco, new laundry. Ready for operation April 1st. Completely equipped with latest American Laundry Machinery. Excellent working conditions. Modern in every respect. Only applicants with successful past experience and good references will be considered. **Dwight H. Hart, Jr., Mgr. Clift Hotel, San Francisco, California.** 9293-7

LAUNDRY and DRYCLEANING MANAGER thoroughly experienced for small Connecticut plant. Salary and profit sharing. State experience, age, references, expected pay. **ADDRESS:** Box 9300, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

ACCOUNTING SERVICES, ADVISORS AND CONSULTANTS TO LAUNDRIES AND DRYCLEANERS SINCE 1919. SAMUEL NEWBERGER & CO., 197 Highland Place, Brooklyn, N. Y. Applegate 7-3922. 8032-5

SALES MANAGER, top man in field, desires locating in Southern states. Knowledge drycleaning, claims, production. Good promotional man. **ADDRESS:** Box 9203, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER-SUPERINTENDENT with wide practical experience in all phases, including drycleaning, seeks position; always produced excellent results. Age 38, married, best references. **ADDRESS:** Box 9232, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY MANAGER-SUPERINTENDENT desires good position. Always produced first quality work at lowest expense. Experienced, intelligent, sober and reliable. Excellent references. **ADDRESS:** Box 9263, STARCHROOM LAUNDRY JOURNAL. -5

MANAGER, presently employed, 25 years service large, modern plants. Practical experience production, cost accounting, incentives, sales, purchases, maintenance, tried and proven personnel directive. Assume full responsibilities, salary \$7,500. Additional remuneration based on increasing your profits. Prefer a location immediate vicinity, or West or South. Address: Laundry Man, P. O. Box 1453, Indianapolis, Indiana. 9283-5

LAUNDRY SUPERINTENDENT, OVER 25 YEARS EXECUTIVE EXPERIENCE, labor management and production record above the average. Family man, no drinker. Prefer Midwest or South. **ADDRESS:** Box 9292, STARCHROOM LAUNDRY JOURNAL. -5

Industrial Laundry **SALES MANAGER**. Proven ability—sales—administration. Desires permanent position with progressive organization on an incentive basis. **ADDRESS:** Box 9301, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY LISTS

Laundry Lists: Our Catalog Lists, 4 1/4 x 11, white bond paper, black ink, padded, 20,000 Freight prepaid. Also Colored Lists. Ask for Catalog and prices. We also print Bundle Inserts, Driver Route Sheets, etc. Breslin Press, Inc., Finch Bldg., St. Paul 1, Minn. 9277-24

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5008-37

POWER PLANT EQUIPMENT FOR SALE

COMPRESSORS, INGERSOLL RAND MODEL 534-D9, driven by 10 h.p. motor, **QUINCY MODEL 338-7** driven by 7 1/2 h.p. motor, **CURTIS TWIN-CYLINDER 3 1/2 x 3 1/2** driven by 5 h.p. motor. **COMPRESSORS COMPLETE WITH TANKS, AUTOMATIC CUT-OFF VALVE, ALL ACCESSORIES CONNECTED UP AS SELF-CONTAINED UNIT ON BEDPLATE.** **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 9208-36

BOILER—100 H.P., oil-fired, fully automatic. **IN EXCELLENT CONDITION.** 4 Hour Dry Cleaners, 1185 Jefferson Ave., Buffalo, N. Y. 9212-36

MACHINERY WANTED

KEY-TAG DOUBLE ARM SETS. NUMBERS ABOVE 100 PREFERRED. **ADDRESS:** BOX 9294, STARCHROOM LAUNDRY JOURNAL. -3

MACHINERY FOR SALE

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, Terms. **Baeher Laundry Machine Company,** 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.,** 245 Huron St., Brooklyn 22, N. Y. 4400-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

10" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

2—48x44" AMERICAN MASTER CASCADE MONEL WASHERS, 6 compartment, 6 door Y type cylinders. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4952-4

COLLAR FINISHING UNIT, consisting of AMERICAN ZARMO Press, Seam Dampener, Shaper and Edger. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5004-4

AMERICAN direct motor driven and belt driven **48" HUMATIC EXTRACTORS. CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

6 AMERICAN 10 and 80 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

PONY WASHERS—MOTOR DRIVEN 25 lbs. dry weight capacity, \$410 35 lbs. d.w. cap. \$425—50 lbs. d.w. cap. \$435—75 lbs. d.w. cap. \$445—**ALL PRICES FOR TROY, N. Y.—MANUFACTURED BY ROBERT EWING & SONS, INC., TROY, N. Y.** 6787-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4644-4

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The ironer that irons on both sides
Up to 500 lbs. per hour—beautifully finished—no
returns

The last word in family or flatwork ironing
Four-roll, chest-type, connected to Asher 48" cyl-
inder type

Large stock of rebuilt Asher ironers
32" x 120" 48" x 100" 48" x 120"

All ASHER parts in stock

EXPERT SERVICEMEN

BAHR LAUNDRY MACHINE CO.

29 CALUMET ST., NEWARK—NEW JERSEY

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MACHINERY FOR SALE (Cont'd)

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

AMERICAN 48x100" CYLINDER FLATWORK IRONER (5125 type) with 6 PADDED PRESSURE ROLLS. IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6867-4

Five 42x84" **AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS** with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

AMERICAN 4 ROLL 100" and 110" STANDARD FLATWORK IRONERS, MOTOR DRIVEN, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6913-4

16x100" **AMERICAN 41810 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES.** VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" **FLETCHER WHIRLWIND, 60" ZEPHYR and 43" AMERICAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

48" **HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

100" RETURN FEED 2 ROLL AMERICAN and COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. MARTIN EQUIPMENT CORPORATION, 789-C Mariet Avenue, Buffalo, New York. 7044-4

METAL CYLINDERS—TO REPLACE WOOD OR METAL, in any size or type of laundry or drycleaning washer. Made of Monel, stainless steel or black metal, increase capacity, efficiency. Write for prices, giving size, number of partitions and doors, use of washer. **FROST BROTHERS,** 1281 Wade St., Indianapolis 3, Indiana. 7094-4

UNIPRESS 2, 3 and 4 GIRL ALL FINISHED SHIRT UNITS. IN OPERATION FOR LESS THAN 1½ YEARS. LATEST MODELS. GUARANTEED NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8036-4

PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR and CUFF, BOSOM, YONE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

5 WATERWAY COMBINATION WASHERS and EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 34x30" HUESCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

1 National Wet Assembly Conveyor Circuit for use with all Key Tag Arms. U design measuring approximately 15' 4" long and 8' 7" wide on the inside, 110 trolleys. Excellent condition \$850 F.O.B. Cincinnati. Present price new is over \$2,000. ADDRESS: Box 8094, STARCHROOM LAUNDRY JOURNAL. -4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available American No-Trux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coal presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

NOTRUX EXTRACTOR CONTAINERS, 54" AND 50", EXCELLENT CONDITION, LIMITED QUANTITY. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK, TELEPHONE, STILLWELL 4-4444. 9201-4

American 8 roll late type Streamline Flatwork Ironer, 120", rebuilt, equal to new, one year guarantee, bargain price. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9235-4**

120" Troy 2 roll chest type Flatwork Ironer, irons both sides, 2 girl, return, motor driven, like new, also, 100" American 41810 return feed 2 girl Flatwork Ironer, motor driven, completely rebuilt, one year guarantee. These machines very reasonably priced. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9236-4**

48" American and Hoffman Amico Open Top motor driven Extractors, completely rebuilt, equal to new, one year guarantee, bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9237-4**

54 x 108" Troy Monel Metal Washer, 9 Y pockets, rebuilt, like new, original new price \$13,000, bargain price \$4,500, act fast. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd St., Long Island City 1, N. Y. 9238-4**

120" American Standard 6 roll Flatwork Ironer, rebuilt, guaranteed one year, bargain price. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9239-4**

48x84" American Master Cascade Monel Metal 2 pocket Washers, also 30x48", 24x36" and 24x24", Monel, obtained from U. S. Gov't., practically new, bargain price. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9240-4**

American Master Cascade Monel Metal Washers, 48x96", 8 pocket, 8 door, also 2 pocket and 4 pocket, motor driven, rebuilt, equal to new, one year guarantee, at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9241-4**

30" American extra deep Extractors, Monel baskets, also 28", 26" and 20", obtained from U. S. Gov't., like new, one year guarantee, bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, N. Y. 9242-4**

MACHINERY FOR SALE (Cont'd)

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

FLASH: TWO AMERICAN 100" STANDARD LATEST TYPE STREAM-LINED FLATWORK IRONERS IN EXCELLENT MECHANICAL CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9059-4

4 Tumblers, Ellis Drier Company, 46x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3158 West Lake Street, Chicago 12, Illinois. 9146-4

46x180" SMITH DRUM, 12 COMPARTMENT 12 DOOR, 54x184" AMERICAN MAMMOTH CASCADE 21 COMPARTMENT 21 DOOR Y TYPE, 44x184" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9160-4

HOPKINS TULL 2 DOOR COMBINATION CURTAIN AND BLANKET DRYERS. PANTEX 46x34" CURTAIN AND DRAPE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9162-4

PROSPERITY POWER CIRCLE SHIRT UNITS, 2 AND 4 GIRL, LATEST TYPE, COMPLETE, SAW VERY LITTLE USE, WILL SELL SACRIFICE PRICE. ADDRESS: Box 9192, STARCHROOM LAUNDRY JOURNAL. -4

FOR SALE: American Laundry Machinery Company 14-FOOT RUG BEATER. A-1 Condition. Robertson, Inc., Saginaw, Michigan. 9222-4

Hopkins "Zip" Curtain Finisher \$100. Willis Portable Rug Beater \$150. Both used very little: f.o.b. Crystal Laundry, Cumberland, Maryland. 9288-4

2—CHICAGO 100" 4-ROLL GAS HEATED IRONERS, REBUILT AND IN FIRST-CLASS MECHANICAL CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9268-4

1 (Skelly) Combustion Engineering Stoker, 1 4 roll, 100" flatwork ironer, 1 Pantex wearing apparel press, 1 Pantex Mushroom press, 1 36x54" 2 pocket 2 door wood washer, 1 48" Fletcher Extractor, 2 30" American Extractors. ADDRESS: Box 9276, STARCHROOM LAUNDRY JOURNAL. -4

44x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN 3 POCKET MONEL WASHER. 36x34" 1 POCKET 1 DOOR MONEL WASHER. BOTH MOTOR DRIVEN. CUMMINGS-LANDAU Laundry Machinery Co., Inc., 313 Ten Eyck St., Brooklyn 6, N. Y. 9278-4

Washers 48"x78" Monel, belt, 44"x84" wood belt. 26" extractor, belt, American Curtain Stretcher, 50"x110". All used but good. Campbell's Laundry, Ft. Scott, Kansas. 9280-4

5 Fantom-Fast marking machines. 5 Lang listing machines. Complete Fantom-Fast system with marking machines, listing machines, and sorting lights. 1 American wearing apparel 5" air press. 2 American Mushroom presses. 1 Prosperity sleeve press. 1 American Eagle wearing apparel press. 1 American collar and cuff press. All operating by air. 1 Flatwork conditioning machine. **WHYTE'S ENTERPRISE LAUNDRY, INC.**, 83-87 Willow St., Lynn, Massachusetts. 9290-4

Machinery in Massachusetts laundry: 42x84" Wood washer, cylinder nearly new. 40" Tolhurst extractor, 32" Tolhurst extractor. Troy 5-roll ironer. American 51" foot press. American pants topser, foot power. American 40x60" dry tumbler. Pantex Steamair. Hoffman drycleaning press, old. Glover pants stretcher. 3x3 1/2" Air compressor, tank and motor, average price \$73. Russell P. Dale, 478 Union St., Springfield, Mass. 9291-4

1-48" extractor, direct motor driven American Laundry Machinery Company manufacture in good condition. Reasonable. Jacob Brothers, Inc., 1240 Seaview Avenue, Bridgeport, Conn. 9297-4

FOR SALE: Three 60" Open Top Extractors, 2 Hoffman, 1 Zephyr. Perfect condition. May be examined in operation. **MANHATTAN LAUNDRY**, 5584 Cermak Rd., Cicero 50, Illinois. 9299-4

IMPERIAL LAUNDRY MACHINERY CORP.

245 Huron St., Brooklyn 22, N. Y. EVergreen 9-4585

has equipment available from several large modern laundry and drycleaning plants, and also in stock; partial list as follows: Write or telephone us for inspection, prices and terms.

- 1 American 8 roll streamline ironer
- 2 American 54" NOTRUX extractors
- 4 American 42 x 96 self unloading Cascade washers
- 1 American Tiltor shirt unit
- American wearing apparel presses and mushroom presses

The above machines can be seen in operation and prompt delivery arranged.

- 1 American 8 roll slanting frame ironer—can be seen in operation

- 1 Troy 8 roll streamline ironer formerly used by Government

- 1 American 6 roll standard ironer, now operating
- 1 Prosperity 4 girl shirt unit, now operating
- 1 American 48 x 126—9 pocket washer, now operating
- 1 Troy 54 x 120—12 pocket washer, now operating
- 1 Ellis 54 x 120 stainless steel 18 pocket washer, now operating

- 1 Complete drycleaning plant now operating, consisting of

- 1 Hoffman 54 x 70 balloon washer
- 2 American Buckeye washers
- 1 60" extractor
- Hoffman and Heubsch tumblers
- Presses
- 2 - 10 H.P. package boilers two years old

- 1 Drycleaning Plant partially dismantled, consisting of

- 1 Hoffman 42 x 120 cleaning washer
- 1 Hoffman 42 x 84 cleaning washer
- 1 48" extractor
- 1 5000 gallon filter
- 3 36 x 30 tumblers
- Presses and miscellaneous items

Individual items

- Hoffman 40-lb. 140-F unit complete
- Hoffman 75-lb. 140-F unit complete
- American 30 x 48 drycleaning washer with
- Butler 2000 gallon filter
- Hoffman 42 x 54 washer 2 years old
- Hoffman 5000 gallon filter
- Hoffman 100 gallon still
- 3 American 36 x 34 drycleaning washers
- Hoffman VCO and XCO presses
- Hoffman 42 x 94 cleaning tumblers
- 36 x 30 tumblers
- Huebsch 36 x 30 laundry & cleaning tumblers, also
- New tumblers all sizes including 42 x 42 open end

Synthetic Drycleaning units

- Prosperity 6A used 3 years
- Vic—model 90
- Sec Model A
- Columbia Model G
- D D Z—practically new

Individual Laundry Machinery Items

- American 8 roll standard ironer, slanting frame type
- 1 Lane Folding Machine
- 1 American 6 roll ironer
- 1 American 100" 4 roll ironer
- 1 American 100" 2 roll return ironer
- 1 American 3 roll return ironer
- 1 American 42 x 84 Champion Cascade washer
- 1 American 42 x 96—8 pkt. Cascade washer
- 1 Troy 42 x 72 stainless steel washer
- 1 General 54 x 120 Y pocket washer
- 2 American 42 x 96 Cascade unloading washers formerly used in Government Hospital
- American and Hoffman 48" and 60" open top extractors
- American and Hoffman extra deep extractors—laundry and drycleaning type

Index of Advertisers

A

Advertising Council, Inc., The.....	75
Allegheny Ludlum Steel Corp.....	47
American Brass Co., The (American Metal Hose Branch).....	83
American Laundry Machinery Co., The.....	4-5
American Machine & Metals, Inc.....	13
American Telephone & Telegraph Co.....	21
Applegate Chemical Co.....	91
Armstrong Machine Works.....	67
Atlas Powder Co., Revolute Sales Div.....	79

B

Baehr Laundry Machine Co.....	96
Beach Soap Company.....	49
Bishop Company, G. H.....	7
Bock Laundry Machine Co.....	92
Boston Clip & Tag Co.....	88

C

Calgon, Inc.....	37
Callaway Mills, Inc.....	77
Carson Textile Co., Inc.....	91
Chandler Machine Co.....	87
Chevrolet Motors Div., General Motors Corp.....	34
Classified Department.....	94-97
Clinton Foods Inc.....	92
Cochrane Corp.....	70
Colgate-Palmolive-Peet Co.....	31
Concord Chemical Co.....	38
Cook Machinery Sales Co.....	91
Cowles Chemical Company.....	33
Cummings-Landau Laundry Machinery Co., Inc.....	82

D

Darnell Corp., Ltd.....	85
Diamond Alkali Co.....	41
Divco Corporation.....	14
Drew & Co., Inc., E. F.....	8
Dryco Corporation.....	61

E

Edwards & Co., Vincent.....	93
Electric Auto-Lite Co.....	80
Elgin Softener Corporation.....	63
Erle City Iron Works.....	68

H

Hammond Laundry-Cleaning Machinery Co.....	84
Hopkins Equipment Co.....	86
Hoyt Manufacturing Corp.....	90
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co.....	27
Huron Milling Co., The.....	Second Cover

I

Imperial Laundry Machinery Co.....	97
------------------------------------	----

J

Johns-Manville.....	3
Johnson Corp., The.....	68

K

Keever Starch Co.....	43
Kewanee Boiler Corporation.....	72
Keyes-Davis Co., The.....	91
Key-Tag Checking System Co.....	92
Kisco Boiler & Engineering Co.....	74

L

Laundry Chemicals Co., The.....	90
Leffel & Co., The James.....	74

N

National Cleaner & Dyer.....	93
New York Pressing Machinery Corp.....	30
Nicholson & Company, W. H.....	74

O

Oakite Products, Inc.....	81
Orr & Sembower, Inc.....	65

P

Pantex Mfg. Corp.....	13
Patterson Kelly Co., Inc., The.....	71
Pellerin Milnor Corp.....	86
Pennsylvania Salt Mfg. Co., Third Cover	
Permutit Co.....	72
Procter & Gamble.....	45
Prosperity Co., Inc.....	17

R

Reliable Fur Storage Equipment Co., Div. Reliable Machine Works, Inc.....	61
Resilio Company.....	19
Risdon Mfg. Co.....	90
Robot Laundry Machinery Sales, Div. of The Wolf Co.....	22

S

Solvay Sales Div., Allied Chemical & Dye Corp.....	29
Southern Mills, Inc.....	1
Stadham Co., Inc.....	92
Starchroom Laundry Journal.....	55, 58-59, 60, 93
Stebbins Mfg. & Supply Co.....	89
Street & Co., Inc., R. R.....	53
Swift & Company.....	51

T

Textile Marking Machine Co., Inc.....	87
Time Savers.....	89
Tingue, Brown & Company.....	90
Troy Laundry Machinery Div.....	13

U

U. S. Hoffman Machinery Corp.....	57, Fourth Cover
-----------------------------------	------------------

W

Wilson Chemical Company, A. L.....	78
Wyandotte Chemicals Corp.....	25

Y

Yarnall Waring Co.....	73
------------------------	----

388
jobbers
\$114,000,000
in sales

Final report by the Bureau of Census, U. S. Department of Commerce, on its 1948 Census of Business, reveals 388 establishments in the United States primarily engaged in the sale of equipment and supplies to laundries and drycleaners.

Their total sales for the year were \$114,000,000, an average of \$294,000 per house.

Included in these figures are firms selling washroom and finishing equipment, soaps, chemicals, solvents, etc. Manufacturers' branches and distributors selling these items as secondary lines are excluded.

STARCHROOM'S circulation statement dated December, 1950 will show paid subscriptions totaling 407 to jobbers and their employees.

Mc

McDonnell & Miller, Inc.....	69
------------------------------	----

M

Midland Paint & Varnish Co., The.....	88
---------------------------------------	----

SPARKETTE

SPARKETTE, a newly-developed product, is different from any alkali or soap you ever used . . . because it's double-acting! SPARKETTE takes care of your soap and alkali requirements at one and the same time. You can use it through your entire formula . . . without the need for separate alkalis or soaps!

SPARKETTE gives you lots of foaming, penetrating suds* . . . but no synthetic soap is present. It gives you the highest alkalinity ever offered in a complete detergent . . . contains no soda ash and no clay. Helps you to maintain the right pH values.

This amazing new detergent works quickly in your washroom . . . brightens the most heavily soiled fabrics. With SPARKETTE, you can do a better cleaning job, and still cut down your operating costs. Get SPARKETTE from your nearest distributor today!

**In several plant tests, SPARKETTE's carry-over was so good that by using 1 lb. per 300-lb. load more in the break than the pound per hundred recommended, no more SPARKETTE or soap was needed in any of the 3 operations which followed.*

Progressive Chemistry for over a Century



Your washmen have fewer supplies to carry and can handle more wheels.



You have fewer soap tanks to build.



You can reduce your inventories.



You can use SPARKETTE in any of your formulas—possibly shorten them.



Your washmen do not have to spend time watching the suds level. SPARKETTE gives the same suds for all loads of the same size and classification.



You can use SPARKETTE in solution or dry-to-the-wheel.



SPARKETTE dissolves and works speedily in hot or cold water.



PENN SALT

MAIL THIS COUPON FOR
VALUABLE FREE BOOKLET!

Laundry & Dry Cleaning Department, Pennsylvania Salt Mfg. Co.
2025 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me your free booklet, "How to Simplify Washroom Operations."

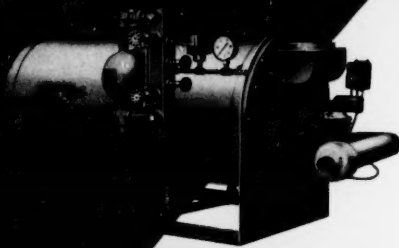
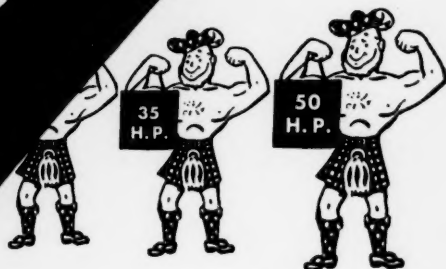
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is right for
YOUR plant?*



THE HOFFMAN

Steammaster

"LITTLE SCOTCHMAN"

SCOTCH MARINE BOILERS

Compare:

HOFFMAN "Custom-Fitted" Service Helps You Pick the Right Boiler

Put away that slide rule — pack up your Geiger counter! You're sure your boiler fits your steam needs when you take advantage of Hoffman's "Custom-Fitted" Service. No guessing — no over or under-capacity — no regrets! You may find copies of the famous "Steammaster" economy design, but there's nothing like the Hoffman plan that helps you buy exactly right. Better get the facts and figures today.

More-for-the-Money ADVANTAGES

- Models from 3 to 50 H.P. . . . 8 sizes . . . for gas or oil-fired installation.
- Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.
- Thrifty, low-cost operation . . . Scotch Marine, "two-pass" design saves fuel . . . longer tube life.
- Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.

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Hoffman

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105 FOURTH AVENUE, NEW YORK 3, N. Y.